

ELECTRICAL MECHANIC



*Dishwashing
Blues...*

It took time to cook the dinner, but the weary housewife is only half through. A stretch of K P duty for the old man would soon convince him that electric dishwashing and garbage disposal make sense'

Further
proof of...

APEX

LAUNDRY APPLIANCE LEADERSHIP

NOW YOU CAN SELL EVERY DRYER PROSPECT

NEW APEX AUTOMATIC **GAS** DRYER

The dryer market comes into its own! Sales are up 100% over last year. Summer washables increase clothesline load. Timed to tie in with these ideal market conditions is the announcement of the new Apex Automatic Gas Dryer, the finest on the market!

Now, whether your customer prefers a gas or electric model you're ready to close the sale. As in the past, Apex continues to supply the finest in hour-saving appliances to give you the edge over all competition. It pays to concentrate on the complete line, the top-quality, full-profit Apex line.



Automatic Gas Dryer MODEL 7002G

100% automatic thermostatic control. Vacuum drying system uses any type of gas. Auto-Spark Pilot Ignition automatically lights pilot—simple, safe, economical. Lowest gas consumption, lower, safer operating temperatures. Cuts ironing time in half! Offer to dry a test-load of customer's clothes to clinch the sale.



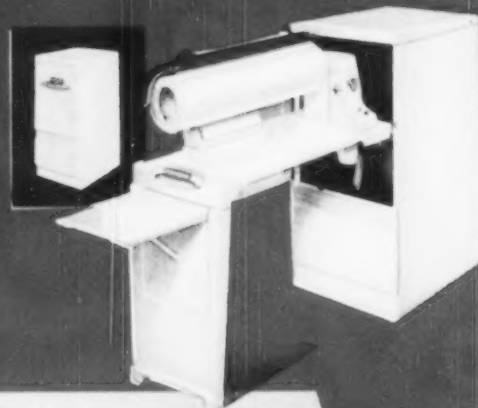
Apex WASH-A-MATIC

with the exclusive BOUNCING BASKET washing principle that sells more and more homemakers. Gets clothes fluffy-clean in less time, with less fabric wear. Uses less hot water—only 7 gallons for wash cycle. Three models for step-up, profitable selling.



Apex automatic electric CLOTHES DRYER

Thermostatically controlled, 100% automatic operation. Cuts ironing time in half by drying many garments soft and wrinkle-free—ready to put away—or damp-dry ready to iron. Exclusive germicidal heating element sanitizes clothes.



FOLD-A-MATIC IRONER

the only full-size ironer that folds away into a compact utility cabinet for use in any room. Still the most-wanted feature in ironers! The Apex "Floating Ball" does a beautiful job on most-difficult-to-iron articles. Demonstrate! Sell!

Apex

THE APEX ELECTRICAL MANUFACTURING CO.
CLEVELAND 10, OHIO



CLEANERS



WASHERS



WASH-A-MATIC



AUTOMATIC DRYER



FOLD-A-MATIC IRONER



DISH-A-MATIC



DISH-A-MATIC SINK



WASTE-A-MATIC FOOD WASTE DISPOSER





The Cover

... Three-times-a-day, 7-days-a-week, in 98 percent of all wired homes in America, homemakers re-enact the unpleasant scene depicted on our cover this month.

With the variety of automatic dishwashers now on the market, and a little aggressive selling on our part, this situation can be remedied.

Kodachrome by Dave Rosenfeld



McGraw-Hill Publishing Company, Inc.

Curtis W. McGraw
President

Willard Chevalier
Executive Vice-President

Joseph A. Gerardi
Vice-President and Treasurer

John J. Cooke
Secretary

Paul Montgomery
Senior Vice-President
Publications Division

Ralph B. Smith
Editorial Director

Nelson Bond
Vice-President and
Director of Advertising

J. E. Blackburn, Jr.
Vice-President and
Director of Circulation

Publication Office, 99-129 North Broadway,
Albany 1, N. Y.

Editorial and Executive Offices
330 W. 42nd St., New York 18, N. Y.

Electrical Merchandising • August, 1950,
Vol. 82, No. 8. Published once a month. Price
50 cents a copy. Allow at least ten days for
change of address. Publication office, 99-129
North Broadway, Albany, N. Y. All communica-
tions about subscriptions should be addressed
to J. E. Blackburn, Jr. (Vice-President for Cir-
culation Operations). Subscription rates—United
States and possessions: \$2.00 a year, \$3.00 for
two years, \$4.00 for three years. Canada
\$4.00 a year, \$6.00 for two years, \$8.00 for
three years, payable in Canadian funds at par.
Pan American countries \$5.00 a year, \$8.00 for
two years, \$10.00 for three years. All other
countries \$15.00 a year, \$30.00 for three years.
Entered as second-class matter August 22,
1936, at Post Office, Albany, N. Y., under the
Act of March 3, 1879. Printed in U. S. A.
Cable address "McGraw-Hill, New York". Mem-
ber A.B.P. Member A.B.C. Copyright 1950 by
McGraw-Hill Publishing Co., Inc., 330 West
42nd St., New York 18, N. Y. All Right Re-
served

Vol. 82

ELECTRICAL MERCHANDISING

No. 8

A McGraw-Hill Publication

H. W. MATEER, Publisher

LAURENCE WRAY, Editor

ROBERT W. ARMSTRONG, Managing Editor • ANNA A. NOONE, New Products Editor • MARGUERITE COOK,
Director of Research • JAMES BOLGER, Assistant Editor • TED WEBER, News Editor • JOHN DECKER,
Research Assistant • HARRY PHILLIPS, Art Director • DEXTER KEEZER, Director Economics Dept. •
W. W. MacDONALD, Consulting Radio Editor • TOM F. BLACKBURN, Chicago Editor, 520 N. Michigan Ave.
• MARTHA M. ALEXANDER, Editorial Assistant, Chicago • CLOTILDE GRUNSKY TAYLOR, San Francisco
Editor, 68 Post St. • HOWARD J. EMERSON, Associate Editor, Pacific States, 68 Post St., San Francisco •
ALLENE KIRCHNER, Editorial Assistant, San Francisco • AMASA B. WINDHAM, Southern Editor • RUSSELL F.
ANDERSON, Editor, World News • GEORGE B. BRYANT, JR., Washington News Bureau

HARRY C HAHN, Sales Manager

HARRY R. DENMEAD, New York 18 • WILLIAM S. HODGKINSON, Boston 16 • R. A. WERTH, LOUIS W.
ROMIGH, Chicago 11 • J. L. PHILLIPS, Cleveland 15 • F. P. COYLE, Philadelphia 2 • W. D. LANIER, Los
Angeles 17 • RALPH MAULTSBY, Atlanta 3 • T. H. CARMODY, San Francisco 4 • J. H. ALLEN, Dallas

CONTENTS • AUGUST, 1950

The National Appliance and Radio Picture	5
Washington Currents	By McGraw-Hill Washington News Bureau 16
Squeeze the Water Out of Your Business	By Arthur Roberts 59
Here's how to keep assets, inventory and accounts receivable on the books at their true value.	
They Opened the Dryer Market	By Walter Rudolph 60
Cooperative campaign in Pittsburgh featuring "no wiring cost" sold 776 dryers in three months.	
Could an Electric Housewares Store Make Money?	62
A Chicago dealer tells how \$100,000 in housewares sales would return a profit of \$12,471.	
It Pays to Use Help	By Clotilde G. Taylor 63
Utility, distributor and manufacturer cooperation means more than ads to Mehagian's, Phoenix.	
He Trains His Own Salesmen	By Charles H. Wilson 66
Inexperienced men learn to sell from C. C. Musburger, Billings, Mont., and they keep selling.	
They Stopped Ringing Doorbells	By Tom F. Blackburn 68
Cold canvassing is a thing of the past for Volkenant's, Minneapolis, but they're making sales.	
Architecture in the Kitchen	By A. B. Windham 70
Plans and diagrams in an atmosphere of dignity and prestige pay off for Harold Ashley, Jackson-ville.	
Visions of Video	72
French cartoonist Albert Robida looked in his crystal ball in 1883 and saw—television.	
TV Boosters Bloom in Fringe Area	73
Cities like Rockford, Ill., far from TV broadcasting stations, are seeing shows anyway.	
How to Sell the Southern Farmer	74
Here are 10 techniques for selling the southern farmer—a potential A-1 appliance customer.	
Sell Lighting Fixtures Over the Counter	76
Fixtures are easy for dealers to handle and for customers to install.	
Look Out for Those Advertised Prices!	By Albert Woodruff Gray 77
If the newspaper misprints your ad, quoting a lower price on your merchandise, what do you do?	
Big Demonstrations for the Little Store	78
You don't need a miracle-man demonstrator to stage a crowd-gathering performance.	
Year-Old Meter Plan Still Sells Refrigerators	81
Whitney's, San Diego, still sell 30 refrigerators a day by advertising their meter plan.	
Cooperation Cuts Shipping Damage	By James Bolger 85
The National Safe Transit Committee's drive to pretest packaged units is getting results.	
Not Enough Cooks	88
Salesmen become cooking enthusiasts through 14 Niagara Mohawk Power Corp.'s cooking school.	
Idea Digest	93
News	111
Electrical Appliance News—New Products	145
Pay Stations Increase Floor Traffic	182
The War and the Appliance Business	184

EDITORIAL: "Barring War" . . . Facing Inside Back Cover

INTERNATIONAL COVERAGE BY

ELECTRICAL MERCHANDISING—AUGUST, 1950

PAGE 1

WHAT IS ALL THIS FAST TALK ABOUT

NO DEFROSTING?

WHAT'S YOUR ANSWER WHEN CUSTOMERS ASK
THESE QUESTIONS ABOUT *Automatic Defrosting?*

- 1 Is ALL Defrost Water Disposed of AUTOMATICALLY, so You NEVER Have To Empty Any Trays, Pans or Jars?
- 2 Do Frozen Foods—Especially ICE CREAM and FROZEN FRUITS—Stay Hard ALL THE TIME, Even During Defrosting?
- 3 Is ALL Defrosting Work Completely Eliminated?... ALL FROST SCRAPING, Or Melting?... ALL FOOD REMOVAL Before Defrosting?
- 4 Does "NO DEFROSTING" Apply to the FREEZE CHEST—the ONLY Place Frost Builds Up?
- 5 Does Defrosting Occur ONLY WHEN Your Refrigerator Needs It?

...of course, it's electric!



GET THE FACTS AND YOU'LL AGREE
 THAT ONLY THE NEW...

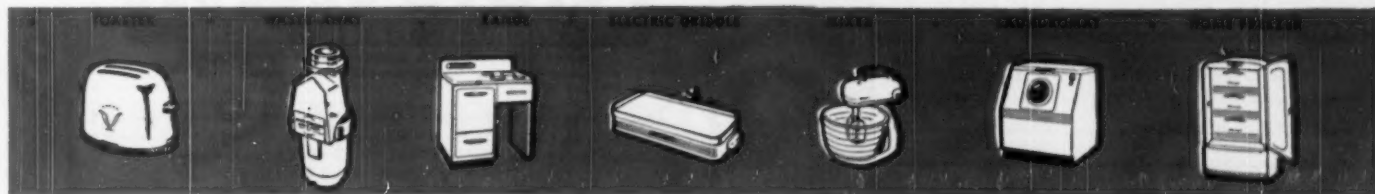


Westinghouse
FROST-FREE
TRADE MARK
 REFRIGERATOR

CAN ANSWER "YES"
 ON ALL 5 QUESTIONS!

YOU CAN BE SURE...IF IT'S
 Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION
 Appliance Division • Mansfield, Ohio

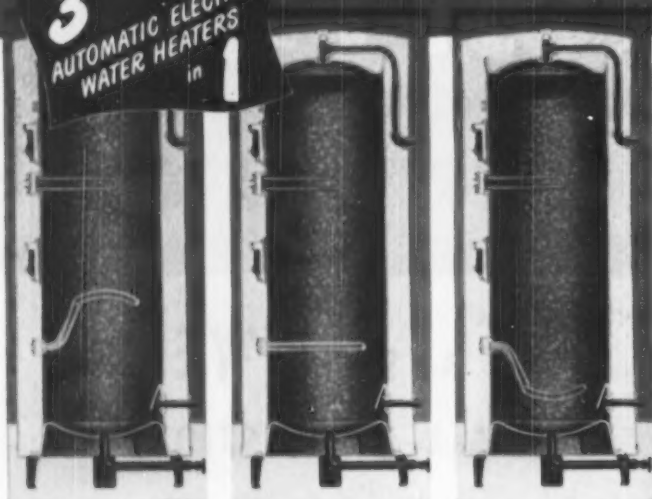


A.O. Smith, makers of
Permaglas, *Duraclad* and
Milwaukee Automatic
Electric Water Heaters

NEW SMITH-3-WAY

The FIRST and ONLY Electric Water Heater that G·R·O·W·S in Capacity!

3
AUTOMATIC ELECTRIC
WATER HEATERS
in 1



50 GALLONS—Provides all the hot water needed for average families, but also holds to reserve a full 50 gallons of additional capacity for future needs.

60 GALLONS—When the family increases in size or when a new automatic washer or dishwasher is added, capacity can easily be adjusted.

80 GALLONS—When the family needs still more hot water, the simple adjustment provides a full 80-gallon capacity.

A simple service adjustment provides 50, 60, or 80 gallons capacity—up or down—any time! An exclusive A. O. Smith development.

THERE'S NEVER BEEN ANYTHING LIKE IT . . . it's the one water heater that grows in capacity to keep pace with needs of growing families and future requirements of automatic washers, dishwashers, and other appliances.

Wonderful for your customers . . . but what does it mean to you? No more sizing problems. One model gives you three sizes . . . cuts down inventory . . . gives you improved stock turnover. And triple-wattage element eliminates stocking various size elements.

HOW DOES IT WORK? The patented 3-way* lower element of multiple wattages 1000, 2000, or 3000 can be rotated from the outside of the tank to adjust water heating capacity. Stratification in the 80-gallon tank does the rest.

SMITH-3-WAY Automatic Electric Water Heaters manufactured only by A. O. Smith are offered in de luxe *Duraclad* with zinc-clad tank, and in the *Permaglas* glass-surfaced-steel tank.

All famous selling features of A. O. Smith *Duraclad* and *Permaglas* models are included in the new SMITH-3-WAY . . . plus A. O. Smith's complete program of merchandising, demonstration, and advertising aids.

MAIL THE COUPON for all the facts on this outstanding A. O. Smith development in the electric water heater industry.

* Patent Pending



A.O. Smith

AUTOMATIC WATER HEATERS

PERMAGLAS, DURACLAD, MILWAUKEE, and SMITH-3-WAY
—four lines of outstanding automatic electric water heaters

Atlanta 3 • Boston 14 • Chicago 4 • Dallas 2 • Denver 2 • Detroit 3 • Houston 2
Los Angeles 14 • Midland 5, Texas • Milwaukee 2 • New York 17 • Philadelphia 3
Phoenix • Pittsburgh 19 • Salt Lake City 1 • San Diego 1 • San Francisco 4 • Seattle 1
Tulsa 3 • Washington 6, D. C.

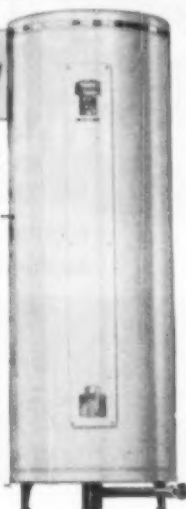
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

YOUR PROFITS WILL GROW and GROW and GROW
with the WATER HEATER that GROWS and GROWS and GROWS

A. O. Smith Corporation, Dept. EM-850
Water Heater Division, Kenosha, Illinois

Send us the complete story on the exclusive new SMITH-3-WAY, the automatic electric water heater that grows in capacity.

Name _____
Firm _____
Street _____
City _____ State _____





THEY WRITE WHAT YOU READ: For the first time in five years ELECTRICAL MERCHANDISING got caught up enough in June to assemble its editorial staff at New York headquarters for a review of past efforts and to plan for the future. Seated, left to right: News Editor Ted Weber, Southern Editor A. B. Windham, Managing Editor Robert Armstrong, Editor Laurence Wray, Art Director Harry Phillips, New Products Editor Anna Noone. Standing, left to right: Assistant Editor James Bolger, Associate Editor for the West Howard Emerson, Research Director Marguerite Cook, Research Assistant John Decker, Midwest Editor Tom F. Blackburn. Missing from the picture: Western Editor Clotilde G. Taylor, Editorial Assistants for Midwest and West Martha Alexander and Allene Rue Kirchner.

The National Appliance and Radio Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

SUMMER time, slumber time, fishing time. It's hot. TV's dreaming about what will happen in the fall; people are too lazy to really do much about buying refrigerators; air conditioners practically walk off the floor—if you can get any to put on the floor. Vacation's coming up soon. This is summer, boy; relax.

Even in merchandising-fevered New York, a sultry July found dealers slowing their pace, waiting for new lines, waiting for new prices, waiting for more energetic weather.

In the East, June had been a good, but not sensational sales month. Refrigerators are a good example. One Philadelphia distributor said, "Sales weren't as good as we would normally expect in June, but they picked up during the last few days of the month and im-

mediately after the July 4 week-end. Some of the larger models are in short supply, although not seriously. Sales should be good for the rest of the summer and totals may equal 1949."

Another wholesaler, this time from New York, described refrigerator sales in June as "at least as good as last year. Our overall business for the first six months is ahead of 1949. Our refrigerators are still being allocated and up until recently we've been short of larger models. Right after the fourth of July our order department was swamped with dealer inquiries and orders placed in fear of new war shortages."

Two out of three dealers in Buffalo, N. Y., expressed disappointment over June refrigeration sales. Most cheerful of three dealers was one who said, "We have sold a lot of refrigeration and a fair amount of washers. We are still selling television despite the general let-down on this item. Heavy advertising and promotional gimmicks are helping our refrigeration business. Ranges are moving slowly and freezers are dead. Portable radios are excellent. We sold 19 one day and 17 the next."

Refrigerators Start Slow. Another Buffalo dealer declared, "Refrigerators and washers were slow, ranges moved well in June. It seems the refrigeration season is moving ahead each summer. We expect refrigerators to show up well in July totals. Television has turned very quiet unless you have a strong price angle to push."

Washington Improvement. One Washington, D. C., distributor reported, "Refrigerators are very slow for this season of the year." He also was dissatisfied with fan and air conditioning sales. But other Washington merchants found some improvement. One dealer credited the war scare with a sudden spurt in white goods, found fans his best seller. A second retailer found refrigerators and room coolers picking up after a slow start. A third merchant described air conditioning as going well, reported refrigerators the best seller. Two outlets reported good sales of dehumidifiers; two others found electric ranges hard to move.

Big Wind in Boston. Boston merchants say they have had one of the best fan seasons in years and many expect a shortage of units to hinder July sales. Overall sales in the Boston area are well ahead of a year ago. Giving the major credit to ranges, refrigerators and water heaters, one large group of retailers reports an increase of eight percent in sales over 1949. Boston Edison's free range wiring campaign, which ended June 30, did a lot to help; some 4,245 new ranges were connected up to June 24—more than were sold in all of 1948. Starting July 1, the company started a new program of range wiring, giving allowances of up to \$40 for installation.

More Good than Bad. June sales were spotty, but more good than bad, according to Connecticut

sources. Unlike Boston, which reported that in the radio field even portables were in a slump, some Connecticut dealers were selling portables at a satisfactory rate. Television sales moved profitably even during June and retailers reported that refrigerators sold best.

Rhode Island Foresight. Distributors in Rhode Island worried more in June about a possible shortage of TV sets in the fall than about any summer slump in sales. At one recent showing in Providence, wholesale representatives placed heavy emphasis on advice that dealers should order early. Competent servicemen are in short supply, a situation which is forcing some dealers to hire their competitors' technicians for after-hours work.

Connecticut Short Sight. One Connecticut town is reported to have banned food waste disposers—a kind of indirect result of increasing sales. The town fathers, disturbed by increasing use of the appliance and consequent increase in sewer loads, passed a law prohibiting the dumping of anything but domestic waste into the sewer system. Under-capacity sewage systems are common in New England and continued use of disposers may result in bans by other towns, but, as one high Connecticut official said, "You just can't pass ordinances that stop progress."

Incentive for Disposers. Down in Washington, D. C., where no
(Continued on next page)



25,000 Appliance Dealers Prove Frostofold Helps Sell Freezers!

... Builds profitable repeat business, too!

"We have been carrying Frostofold with a very satisfactory sales return!" That's a typical comment from one of 25,000 freezer dealers who, according to sales surveys, now depend on Frostofold frozen food packaging materials like Service Stations depend on gasoline! Why? Because Frostofold has proved to be an exceptional freezer-selling tool—and, an excellent repeat profit-builder in its own right!

Good Housekeeping approved Frostofold is the quick, easy, efficient way to home package frozen foods—highly recommended by leading home economists and freezer manufacturers—already preferred by millions of homemakers.

Frostofold establishes you as an authority on home freezing... make your store headquarters for home freezing materials and knowledge... brings women back again and again to replenish their packaging supplies... creates store traffic that helps your sales of other products... FROSTOFOLD HELPS YOU SELL FREEZERS!

Successful freezer selling takes more than a beautiful finish and cold interior. Actually, you sell convenience, economy—"strawberries in December," etc. Frostofold shows customers a tangible way to achieve all of this—efficiently, successfully—with easy-to-use, protective packaging materials.

New, You Can Get into The Profitable Frostofold Business With An Investment Of Only \$20.74—Your Low Price For The Complete, 1950 Frostofold Assorted Case!

ALL IN ONE CASE!—4 Pkgs. of 50 Pints (famous Plined Frostofold Containers); 4 Quart "50's"; 2 Pint "25's"; 2 Quart "25's"; 2 Pint Polyethylene Bag "36's"; 2 Quart Polyethylene Bag "36's"; 2 Pkgs. of 8 Poultry Bags; 1 Roll Stockinette; 1 Roll Polyethylene Wrap;—Plus, an Easel Counter Display and 25 Hand-Out Folders!

RETAIL VALUE of one Assorted Case—\$29.63. Your clear profit per case—\$8.89!—plus immeasurable profit in freezer-selling help!



Make '50 pay—the Frostofold way! Line up now with nationally advertised, consumer-preferred Frostofold! Order one or more Assorted Cases today—through leading appliance distributors, jobbers—or write direct to—

FROSTOFOLD

THE INTERSTATE FOLDING BOX COMPANY
Middletown, Ohio

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 5

ban exists or is likely to exist against garbage disposers, one distributor and his dealers are making sales with a package installation program. Disposers (and dishwashers) are sold at a price which includes installation in any first-floor kitchen, provided no major plumbing changes are required.

Come-On for Clean-Out. Hot promotions click even in hot weather, according to one major New York dealer. The store is offering free silver dollars to prospects who make a "reasonable offer" for clearance merchandise and who are turned down. The company has laid aside 250 silver dollars to meet unexpected contingencies, but frankly expects to give few away. Reason: Nearly all merchandise on the floor is no longer current or has been used for free home trials, demonstrations, etc., and the salesmen got orders at the beginning of the promotion to accept any offers above cost. This same firm, which formerly did the major share of its volume in TV, reports that the emphasis has switched to major appliances.

Things to Come. Sensations in new products coming up aren't all limited to television. For example, one manufacturer reportedly will introduce an automatic washer for \$139.95. The ultimate in laundry equipment, a combination washer-dryer, is expected to make an appearance early in 1951, and a dryer that uses no heating elements, but dries clothes approximately as rapidly as heated units by use of a forced air system, is also expected to debut in the coming year.

\$159.95 and at 33 percent had a gross profit of \$53.31 on the deal.

With the war's end, the plush, plate glass appliance store came into flower. Rent was \$1,000 to \$1,250 a month and often there was a \$250 a month charge on high priced decorations. True, a comparable refrigerator sold for \$300, and at 33 percent there was about \$100 gross profit on the deal. However, with expenses more than doubled, the firm had to maintain list prices.

Who's Squeezing? On the other hand there were still little neighborhood operators whose expenses were comparable to the old country stores. On a \$300 sale they got a gross of at least \$90. They could give away \$40 discount, charge the customer \$5 for warranty and \$5 delivery, and on a cash deal come out with no risk, and \$50 in hand.

The wide advertising of the list price gave it a sales leverage value. One school of thought considered it sacred, the second as something set by manufacturers.

In effect, says this authority, the discount seller is squeezing the downtown, plate glass operator out of the picture. His costs are lower and he can do it. Manufacturers want volume, he says, and are not particular who gets it for them.

All of which explains one Detroit distributor passing the word that he didn't care what dealers sold his television for.

Service Gets Repeat Business.

The financial man with a Cincinnati manufacturer said: recently that it takes two years for a new dealer to get established. He must prove to his customers that he is able and willing to service the stuff he sells. More proof of the importance of a service department was related by a veteran who recently founded a new business in Detroit. "We out-Hudsoned Hudson (department store)," he explained, "in our effort to keep our customers happy. Even when stuff was scarce we leaned over backward. Result is, today 90 percent of our business comes from repeat sales."

Long noted as the last exclusive radio dealer in the Middle West, Eli Steinberg of Cincinnati is again selling nothing but radionics. For a while after the war he sold white goods, but the rising interest in television has again caused him to fill his windows with tube-bearing products. Interesting thing about Mr. Steinberg's operation is the fact that he belongs to a sort of unofficial radio buying club which includes such firms as Hudson-Ross of Chicago and others scattered over the Middle West. Not so long ago in the Hudson-Ross office a telephone call came in from Eli Steinberg, from Los Angeles, tipping them off to a good radio buy. That's the way the club works—passes on information of this sort.

Sole exception to radio and television in the recent Steinberg window display were cameras, which this merchant is today retailing.

(Continued on page 8)

The Midwest



By TOM F. BLACKBURN

ONE of the country's big time retail store operators, whose former firm had probably the best known name in appliance retailing, has this to say about discount selling:

The old country store, he says, was a low cost seller. Rent was small, the proprietor swept out, paid little for help or heat, and moved a lot of goods at minimum expense. Early appliance stores followed this pattern. They paid rent of \$100 to \$125, other costs were correspondingly low. For a 6 cu. ft. refrigerator they got

Sure There Are Other Boosters on the Market!

BUT... Your fringe area customers will more

than THANK

YOU

for

selling

ANCHOR

THE
FINEST TWO-STAGE

**TV
Pre-Amplifier**

EVER MANUFACTURED

List Price

\$44.95

Only ANCHOR can provide your customers with ALL of the most Ultra-Modern advantages for consistent, top-notch, long-range TV reception. Here's why!

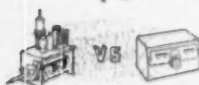
- ANCHOR has the highest gain of any TWO STAGE BOOSTER.
- ANCHOR has the highest Signal to Noise Ratio.
- ANCHOR is the only non-regenerative unit available. The unit that is not returned.
- ANCHOR'S Single Knob Construction is so convenient for Booster is turned on and can be switched and tuned all on the same knob.
- ANCHOR'S New and Revolutionary method of construction of the RF Stage (Pat. Pend.) is the only real engineering advance in Boosters in recent years.
- ANCHOR'S TWO STAGE BOOSTER is modernly styled with streamlined plastic escutcheon, soft mahogany leatherette finish.
- IMPORTANT! ANCHOR'S TWO STAGE BOOSTER is often the answer to installation difficulties well within the normal TV areas where their New Single Stage Model fails to give complete satisfaction.

ANCHOR'S TWO-STAGE BOOSTERS NOW ROLLING OFF PRODUCTION LINE

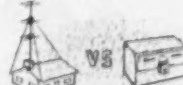
Yes, the finest TWO-STAGE Pre-Amplifier is no longer a promise but a reality..and what a reality! When you receive your first order be sure to study the instruction book which accompanies each ANCHOR TWO-STAGE Model ARC-101-100. You Retail Dealers will soon enjoy a tremendous promotional campaign backing all ANCHOR BOOSTERS so be sure YOU know all the answers. We'll send you the customers.



ANCHOR TIPS



ANCHOR employs a totally new method of construction of the RF Stages in maximum gain with best possible Signal to Noise Ratio. When the noise factor was measured in DB it actually showed up better than the best TV tuner tested at the Hazeltine Laboratories.



Your customers will thank you if you don't make an antenna installation that is too hazardous and costly when you can give them a more satisfactory installation at a profit to yourself with an ANCHOR BOOSTER.



Field tests made by independent service engineers have proven the Anchor Booster can give consistent top-notch TV reception over 100 miles. This is not a possibility but a FACT! This, of course, will extend TV sales to many untapped markets.



ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE

CHICAGO 23, ILLINOIS

"Want More Sales More Profits?"

Let Me Show You How!"

Wagoner

ELECTRIC RANGES MAKE SALES..MAKE PROFITS FOR YOU!



"It's a fact . . . we actually make the sale for you. When Mrs. Home Maker sees either of us Wagoner Electric Ranges standing regally in a prominent spot in your store she'll stop in her tracks . . . we're just what she's looking for. She'll be amazed at the big oven . . . largest found in any electric range . . . it's large enough for her to cook an entire meal. And just watch her smile when we display our easily cleaned swivel action surface units . . . when she examines the other outstanding and exclusive features only we, Wagoner Electric Ranges, can offer her. She loves 'em . . . and she's sold."

"Mr. Home Owner's an easy mark for us, too. All we have to do to sell him is wave our amazing low price at him. He buys!"

"So you see, you display us, we make the sale, you profit. And you profit more with Wagoner products than on any other similar line offered."



"MAIL COUPON TODAY for 1950 Wagoner Booklet showing complete line of Wagoner Ranges and Water Heaters. It gives complete details, too!"



MR. W. G. WAGONER, President
America & Southern Corp., Nashville 10, Tennessee

Please send me booklet E-85 which describes the complete line of Wagoner Products—free of charge and without obligation, of course.

NAME _____
STORE NAME _____
ADDRESS _____
CITY _____ STATE _____

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 6

Premiums in Cincinnati. The summer of 1950 saw Cincinnati dealers using premiums to unload television sets. Chairs, tables and the like were the most popular items. The Better Business Bureau there let out a low growl, but was more or less out of luck because there is nothing in the cards to prevent a dealer from using premiums, provided he carried the deal out legitimately.

The Standard Heating & Appliance Co., Cincinnati, recently gave a demonstration of how a lot of stuff can be sold with promotions. Seven-inch television sets are going out of the picture, as everybody knows, but Ray Shane put three girls on the phone, with advertising and promotion, and is said to have sold in one week 129 7-in. sets at \$119.95.

Today there are complaints on all sides that TV sales are cutting into white goods, particularly new items such as dishwashers.

A dealer recently followed up on a Chicago family which had promised to buy a dishwasher. "There's my new dishwasher," said the man, pointing to a \$500 television set in the living room.

as proven by interviews with retailers during the month.

Business is still in the boom stage. In Knoxville, Tenn., for example, dealers sold more refrigerators during the month of June than in the combined months of November and December of 1949. In Atlanta, four out of six dealers reported an increase in the sale of electric ranges and washing machines, over the same month of last year. Birmingham had its second best month, in washing machines, of the last 24. These reports, it must be remembered, are in the face of 95 degree weather and in the middle of the rainy season.

Freezers High. Home freezers are going fine again and were among the month's best sellers. All along the Gulf Coast and on out into Texas, freezer sales were at the year's high. A big dealer in Houston reported, somewhat sheepishly, "It has finally begun to dawn on us that the potentialities of selling home freezers to those who can afford them are tremendous. We are really going out after them from now on." Dallas, Birmingham and Memphis give similar reports.

It was a good month for new appliances. According to Jacksonville dealers, General Electric's push on dehumidifiers was getting fine results along the Florida east coast. Alabama and Louisiana dealers also said this item was going well. All these areas, of course, are ideally suited for this particular appliance.

Two new selling campaigns in Alabama were interesting. The Alabama Power Co. has begun a stepped-up promotion of heat-pump air-conditioning units throughout the area it serves. This utility pioneered in the development of the heat pump and expects big things from it in the next few years. Alabama also came up with a new wrinkle called an "Electric Fair Tour", which was expected to introduce all types of electrically operated home and farm appliances to some 150,000 people. The show is being held in connection with the meetings of 20 rural electric cooperatives, and dealers were tying in.



By AMASA B. WINDHAM

IT is good to note that one big utility after another is falling in line to help the retail dealer lick the industry's major problem of training and keeping salesmen.

Appreciative comments were heard during the month from dealers in the Carolina Power & Light Co. area, whose salesmen have been receiving intensive instruction from the utility in the art of selling major appliances. Louisiana Power & Light Co. undertook such a campaign a month or two ago and assisted dealers materially. Florida Power & Light, Appalachian Power and others have conducted such training programs recently and contributed greatly to a solution of the problem.

The manufacturers, too, seem finally to have realized that this is the dealers' greatest headache. Throughout the South in the past two months, several manufacturers, paced by Frigidaire especially, have gone into almost every section to work with the retail dealer and his salesmen. Such help is paying off,

Television Still Booms. An enormous sale of all types of television sets was reported. The new models brought out at less than \$200 were being snapped up as fast as they appeared on the display floors, and the higher priced sets also sold steadily. Better than satisfactory sales volume in television was reported from Atlanta, Louisville, Birmingham, Dallas, Richmond, Charlotte and Houston. Only Miami and New Orleans lagged a bit; "seasonal," dealers said.

Last month this column briefly mentioned the growth of gas competition in the appliance field. The signs continue to pile up. Somebody is spending plenty on promotion and gas has definitely become a real competitor. In nearly every section of the south, except the government-subsidized area, that competition is pretty stiff. It's causing many an electric appliance dealer to redouble his efforts.

(Continued on page 12)

Here is YOUR...

Declaration of Independence!



When Hamilton Manufacturing Company started production of its automatic clothes dryer, it declared itself *independent* of the manufacture of any other home appliance. *This is a re-affirmation of that Declaration of Independence!*

You are not asked to "put all your eggs in one basket" when you sign up with Hamilton. You needn't stock your store with slow-moving "tag-along" appliances to share the fat profits from the sale of Hamilton Automatic Clothes Dryers.

Hamilton...MASTER OF ONE TRADE!

Hamilton is the *specialist* in the automatic clothes dryer field... and will remain the specialist. All Hamilton engineering ingenuity and research... all its distribution, selling and advertising facilities... go into the production and merchandising of one great appliance—the *Hamilton Automatic Clothes Dryer*.

Hamilton...ALWAYS A LEADER!

This means that you, as a Hamilton Dealer, sell the world's finest and best known automatic clothes dryer... you sell the only *complete* line of automatic clothes dryers! It means that you can concentrate on the *large profit margins* of Hamilton sales exclusively, without diverting selling effort to "weak sister" appliances.

Hamilton BUILDS BIGGER DEALER PROFITS WITH THESE SELLING ADVANTAGES:

- 1 The greatest and easiest name to sell!
- 2 The original clothes dryer in the latest models!
- 3 The only complete line of automatic clothes dryers!
- 4 More years of clothes dryer experience.
- 5 The largest and best national advertising campaign!
- 6 The industry's hardest selling promotions.

Greatest National Ad Program Makes Hamilton Dryer History in the nation's leading national magazines! 63,000,000 sales messages *pre-sell* prospects in the Hamilton "clothespin" promotion. Supplementing this national drive is a complete array of selling helps. Sales training, product story, local advertising, and consumer pieces forcefully present the Hamilton story to your prospects.

In Canada the Hamilton Dryer is known as the Coffield-Hamilton Automatic Clothes Dryer, and is distributed by Coffield Washer Co., Hamilton, Ontario.



Sign Your Declaration of Independence NOW!

Declare Your Right to One Profit-Maker Without Unwanted "Extras!" Write Us Direct for Complete Details or See Your Hamilton Distributor Today!

Hamilton Manufacturing Company,
P.O. Box 100, Waukegan, Illinois

**The Original
Automatic
Clothes Dryer**

Hamilton
TRADE MARK REG. U.S. PAT. OFF.
Automatic CLOTHES DRYER

GAS and ELECTRIC MODELS



HERE COME THE NEW **DU MONTS**

*The biggest line, the biggest pictures,
 the lowest prices in Du Mont history!*

New cabinets, new features, big new pictures, here are the most exciting new telesees on the market. Sixteen stunning new models—a style for every taste—make this the biggest Du Mont line ever. And famous Du Mont manufacturing superiority—improved by exclusive new Du Mont quality control methods—makes this the finest line of telesees ever built!

Every set has a giant 17- or 19-inch picture. Here is natural

Rectangular television, generous Life-Size television. Here are the tube sizes everyone wants. Here are the tube sizes the markets of today and tomorrow will demand. But stand by for the most exciting news of all: *These are the lowest priced telesees Du Mont has ever built!*

Yes, Du Mont electronic genius has raised the quality, increased the picture size and still reduced the final list price. Never before has the best in television been so easy to own.



< **the HANOVER
 by DU MONT**
 19-inch direct-view
 Lifetone® picture.
 Phono-jack
 for record player.
 Built-in
 static-free FM radio.

the SHERBROOKE >
by DU MONT
 19-inch direct-view
 Lifetone® picture.
 Built-in
 FM and AM radio
 with dual tone controls.
 Fully automatic
 three-way record player.





the MT. VERNON by DU MONT
19-inch direct-view Lifetone* picture.
Phono-jack for record player.
Built-in static-free FM radio.



the ARDMORE by DU MONT
19-inch direct-view Lifetone* picture.
Phono-jack for record player.
Built-in static-free FM radio.



the TARRYTOWN by DU MONT
17-inch direct-view Lifetone* picture.
Built-in FM and AM radio with dual tone controls.
Fully automatic three-way record player.



the REVERE by DU MONT
17-inch direct-view Lifetone* picture.
Phono-jack for record player.
Built-in static-free FM radio.



the BROOKVILLE by DU MONT
17-inch direct-view Lifetone* picture.
Phono-jack for record player.
Built-in static-free FM radio.

Never before have Authorized Du Mont Dealers faced such a tremendous profit opportunity. Now all America can afford Du Mont big picture television.

To move these new Du Monts to their fast-growing market Du Mont will stage its biggest promotions, run its most lavish advertising and selling campaigns. The biggest and best magazines and newspapers in America will carry the story of the magnificent value of these new Du Monts. And Du Mont

Dealers will do their biggest Du Mont year!

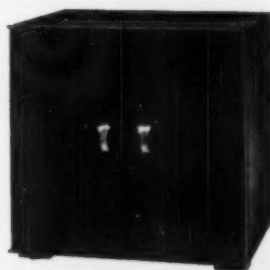
Now, today, call your Du Mont Distributor. See these new telesets at the earliest possible moment. Get your order in. Get your sales promotion material. Get excited because you have the most exciting merchandise in the market—the new Du Monts—television's finest, at Du Mont's lowest prices!

SOLD THROUGH AUTHORIZED DU MONT DEALERS

*Trade Mark



the PARK LANE by DU MONT
17-inch direct-view Lifetone* picture.
Phono-jack for record player.



the VENTURA by DU MONT
17-inch direct-view Lifetone* picture.
Phono-jack for record player.
Table Model

the
big show
in
television

DU MONT

First with the finest in Television



Copyright 1950, Allen B. Du Mont Laboratories Inc., Television Receiver Division, East Paterson, N. J.
and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

*Betcha never saw a
water heater with
as much to offer
as a . . .*

GLASS-LINED (Porcelined) FOWLER

One look will convince you...Fowler has everything it takes to make a water heater BEST!

Made by a national manufacturer with more than 35 years of water heating experience, Fowler has features you won't find in other heaters... features that make customers want an automatic Fowler—and nothing but a Fowler.



glass-lining

big features

big value

warranty

price

First with Fowler!...assurance of rust-free hot water always. 2 coats of flawless, durable porcelain enamel line tank to give a smooth, non-porous, sanitary surface. Water never touches metal. Tank is corrosion-proof, lasts longer.

ELECTRIC WATER HEATERS

Patented 3-Way Built-in Insulation. Dead air space, aluminum reflector jacket, 3-inch Fiberglas. Easy-Adjustable Automatic Temperature Controls. Safe "Black Heat" lock on, external type elements provide efficiency, long life. Copper Heat Trap eliminates wasteful circulation of hot water in plumbing system. Approved by Underwriters' Laboratories. Capacities: 5 to 80 gallons. (Table Top models, 30 and 40 gallons.)

GAS WATER HEATERS

Echo-Heavy Insulation. 2 1/2 in. thick Fiberglas blanket, from top to bottom of heater, keeps water hot longer. Snap-Action Thermostat; easy temperature adjustment. Over-sized Tapered Heat Flue supplies 8% more heating area than 3-inch flues most commonly used. Economy, One-Piece Raised Port Burner, burns all gases. AGA Approved. Capacities: 22, 30, 35 and 45 gallons.

Glass-lined Fowlers are backed by the manufacturer. Electric heaters and gas heaters carry 20-year and 15-year prorated warranties, respectively.

Fowler is lowest priced of all non-corrosive tank water heaters now offered independent dealers.

FOWLER MANUFACTURING COMPANY
2345 S. E. Gladstone, Portland 2, Oregon

Please send complete information about Fowler Electric and Gas Water Heaters.

Dealer: _____
Address: _____
Distributor: _____
Address: _____

**Dealers—
Distributors**
WRITE for
full details.

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 9

The Far West



By CLOTILDE G. TAYLOR

BUSINESS on the West Coast is sound if not spectacular. Reports from Spokane continue to set new records. San Diego sales for May were above those of last year on all major appliances and most small ones. Even ironers were almost up to the high figure of 1949. The San Francisco area reports sales satisfactory—high during January and February, but dropping a little from then on, with May and June from five to 20 percent below sales of a year ago.

TV Above Last Year. San Francisco TV is somewhat slowed from the highs of January through March, but still well above last year's record. Daylight saving, plus the outlook for new models and price adjustments, have unsettled the market a little, but everyone is looking forward to a good fall business. May sales averaged 11.1 sets per reporting dealer. Because of high installation costs in the San Francisco area, where outdoor antennas are the rule, not much money is being made in this field, however. There is some hidden price cutting in the form of free installations. In the interest of promoting friendly relations with sports interests, June 16 was proclaimed "TV Appreciation Night" at Seals Stadium. Everyone who had enjoyed baseball telecasts was urged to attend and dealers plugged tickets.

Los Angeles Survey. Television sales in the West during the first months of the year were well above the national average. Los Angeles alone is still expected to account for about 10 percent of the national yearly total. They are talking about a "second set in every home" and trade-ins have already become a factor. A recent survey of the Los Angeles area reveals that the ownership of television sets is about the same at every economic level. Top level of income showed a 30.4 percent ownership; second level, 29.9 percent; third, 31.3 percent; and lowest level, 28.4 percent. Of course, there are more people in the lower two income levels, which means more sets numerically are owned there. Another survey conducted in Los

Angeles, San Diego and San Bernardino indicated that 57 percent of all those owning television sets plan to replace them for larger screen models within the near future. More than half said they would be willing to pay a \$1 license fee to see first-run movies on their home sets; 65 percent said television created no problems with children; 97 percent were glad they bought their sets.

A recent industry address in Los Angeles stressed that by the end of 1950 there will be about three billion dollars invested in television—more than in the entire motion picture industry, including all movie theaters in the country. Here are two tips on television selling recently given to California dealers by specialists in that field: 1) Women have proved to be the greatest barrier to sales—they are best reached by showing them the benefits to their children; 2) More than 50 percent of all buyers have made up their minds before they come into the store on brand and screen size desired. This emphasizes the importance of good service and follow-up, for the satisfied owner is the most important salesman and demonstrator the industry has.

Nothing Down. One furniture store in Sale Lake recently tried the experiment of advertising that the customer could set his own price for TV sets. "No reasonable offer refused." Numerous unreasonable offers were expected. However, only one was received which was duly turned down as being below factory cost. Real result was to bring people into the store—24 sets were sold at standard price as a consequence of the ad.

Vancouver, B. C., is demanding that the Canadian Broadcasting Corp. either set up a local television station or open the way for one operated by private interests. Nearest Canadian stations are in Montreal and Toronto. General appliance sales in this region are good, well above 1949 levels for most items.

Importance of grooming television technicians and delivery men to handle customer inquiries constructively was revealed to one Los Angeles dealer who had a set returned because of criticism thoughtlessly uttered by the man who had been sent out to install it. Customers are very apt to ask such "experts" what they think of the set, which make they prefer, and the like. Seventeen radio and television service shops in Salt Lake have recently formed an organization, with the avowed purpose of insuring competent service in that area. Education of the public is one of their aims.

Radio Sales Surprise. Radio sales continue good—in fact, are so much better than manufacturers anticipated that, shortages in some lines are beginning to appear. Shortages in refrigerators and washers are also felt. Chief effect so far, however, has been to stimulate the desire of the customer when it ap-

(Continued on page 14)

Make more money with *American Kitchens* than any other item you sell!



...DEALER REPORTS PROVE IT!



SURE-FIRE PROFITS

Big rewards with practically no risk—that's what you get when you're an American Kitchens dealer! Sure profit you can count on every month of the year... all on an investment of as little as \$268.50—enough for a minimum 20 square foot floor display. And how that investment will pay out! You're sure of *plenty* of sales, *plenty* of profits, because American Kitchens backs you up with:—

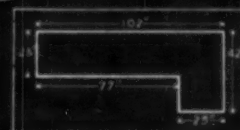
1. The highest mark-up in the entire appliance field!
2. "Pre-sold" prospects... live leads from people in your area who have actually written us for information!
3. Larger unit sales—averaging as high as \$1000.00 each!
4. Easy FHA financing—no down payments required!
5. No collection problems—you get spot cash!
6. No profit-eating trade-ins!... No yearly model changes!
7. Fast, effective sales training—right in your own store!
8. Minimum display space!... No heavy inventory!... No servicing problems!
9. Heavy national advertising—in color—in the top magazines!
10. Local advertising, too—newspaper, radio, outdoor!
11. The industry's hottest sales tools turn prospects into buyers fast!
12. Regular extra-value special promotions!

You can't lose when you sell American Kitchens, so get the full facts today. Mail coupon at right and learn if there's still a franchise open in your community.



American KITCHENS

MOST PROFITABLE APPLIANCE YOU CAN SELL



ACT NOW! LEARN HOW ONLY 20 SQ. FT. OF FLOOR SPACE AND AS LITTLE AS \$268.50 CAN PUT YOU IN THIS **BIG-PROFIT BUSINESS!**

AMERICAN CENTRAL DIVISION, Dept. EM-8
AVCO Manufacturing Corporation
Cannonsville, Indiana

- ☐ Tell me—is there a sure-profit American Kitchens franchise still open in my territory? Rush me full details!
- ☐ Tell me—how can I get an easy-to-erect American Kitchens background like that illustrated above!

Name _____
Address _____
City _____ County _____ State _____

AMERICAN CENTRAL
DIVISION



CANNONSVILLE,
INDIANA

start at the **"TOP"** to sell Complete Kitchens!



GENERAL ELECTRIC
PLASTICS TOPS
DO A DOUBLE
SELLING JOB
FOR YOU

When you display colorful G-E Textolite* tops, the sales possibilities are *two-fold*: These tops help sell new beauty in the kitchen . . . both counter installations AND new appliances.

MORE SALES THROUGH COLOR

When customers see these bright, sparkling surfaces, it's natural for them to visualize their entire kitchens done in the same color scheme. This gives you the chance to sell *complete kitchens*. Impressed by the G-E label on these tops, satisfied by their utility, customers become good prospects for other sales.

Yes, here's an instance when you start at the TOP to reach the top—in sales. Push these beautiful, durable surfaces. They'll help you sell *complete kitchens*.

We'd like to tell you more about how G-E Textolite tops can increase your kitchen appliance business. Write us at Section L19, Chemical Department, General Electric Company, Pittsfield, Massachusetts.

Reg. U. S. Pat. Off.

You can put your confidence in

GENERAL ELECTRIC

Survey Shows Women Prefer General Electric Plastics Tops

In a recent national survey conducted at the request of General Electric Company, 41% of 1,051 women personally interviewed said that of three well-known makes mentioned they would prefer to use G-E plastics surfacing in their kitchens. The nearest other manufacturer was mentioned by only 19%. This outstanding preference for G-E plastics tops, more than two to one, can mean easier sales for you!

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 12

pears the appliance is going to be difficult to get.

Real competition is being felt, not only between electrical firms, but with other commodities. LP gas is very active in western areas. They schedule a promotional campaign addressed particularly to the farm market. The ratio of electrical to L.P.G. ranges sold is still pretty good, but the bottled gas people feel they have neglected the domestic market and are out to get the business. Natural gas brought into the Pacific Northwest from Alberta will probably not be as cheap as advance reports suggested. Its market will probably be particularly for househeating, which will relieve power companies of a load they do not seek. Nevertheless the potential competition is expected to lead to a renewal of range and water heater promotion, which has long been neglected due to the continuing power shortage there.

Dealer Complaints. California still holds the lead in home building, much of the construction being by speculative builders who are featuring large tracts involving hundreds and even thousands of homes. Discount selling to these projects is being felt by southern California dealers, who have registered a protest to manufacturers and distributors. The Veterans' Administration policy in this area is to permit the price of the range or refrigerator to be placed in the mortgage on a 24-year pay-off basis.

Discounts in L. A. Discount selling is still a major problem on the coast, centering in Los Angeles. Recently the Attorney General's office there took cognizance of the many complaints sent in, and called a meeting of all discount interests. About fifty attended, to listen to an educational talk explaining that the law requires that goods may not be sold at a lower price to one customer than another, that no unearned rebates may be given and that no dealer may sell goods below his cost. Chief result of the meeting was to make clear that there is no real legal remedy for the price cutting situation. A much larger gathering was held a little later under the sponsorship of the Housewares Club of Southern California where the same subject was presented from the viewpoint of the legitimate dealer. Most serious aspects of the situation are the buyers' clubs and discount houses. Other ways in which discount firms operate are through membership cards (membership in the human race being sufficient), through fake donations to charity, discounts to labor groups, coupon books, buyers who will get anything for 10 percent above wholesale.

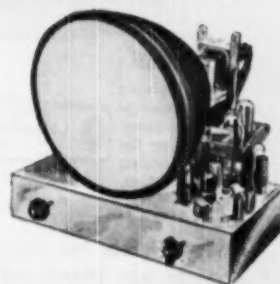
The way one such firm operates is illustrated by an organization which buys distress stocks and sells them, usually under the name of the firm in trouble, disbanding this unit when the stock is sold so that no come-backs are possible. Then it opens again under another name and disposes of another stock.



YOU CAN HAVE
THE FINEST T-V CABINET
IN THE WORLD . . . BUT

YOU AIN'T GOT NOTHIN'!

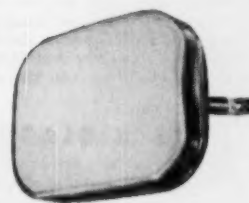
YOU CAN HAVE
THE FINEST T-V CHASSIS
IN THE WORLD . . .



YOU STILL AIN'T GOT NOTHIN'!

BUT WHEN YOU ADD A

Sheldon
PICTURE TUBE,



THE FINEST IN THE WORLD . . .

YOU REALLY HAVE SUMPTHIN'!



Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

68-98 Colt Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St.

LOS ANGELES 26, CAL., 1753 Glendale Blvd.

SHELDON TELEVISION PICTURE TUBES • SHELDON CATHODE RAY TUBES • SPRING ACTION PLUGS
TAPMASTER EXTENSION CORD SETS & CUBE TAPS • SHELDON REFLECTOR AND INFRA-RED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • FLUORESCENT STARTERS & LAMPHOLDERS • RECTIFIER BULBS

IT'S THE NAME YOU HEAR OVER and OVER and OVER WHEREVER SIGNS ARE USED

PLEXIGLAS for Thor

Because they're luminous yet glare-free at night, PLEXIGLAS signs are highly visible and readable, even at great distances. Equally brilliant in daylight, PLEXIGLAS gives 'round-the-clock point-of-sale identification to hundreds of Thor dealers.



PLEXIGLAS for Chambers

Signs of all shapes, sizes, colors and designs can be produced from PLEXIGLAS. One-piece sign faces are readily formed and can be combined with other sign materials—easily decorated with fade-resistant coatings—lighted in a variety of striking ways.

PLEXIGLAS for Youngstown

Increased brilliance with reduced lighting costs makes PLEXIGLAS signs the choice of more and more cost-conscious merchandisers. Less wattage is required to illuminate the translucent faces from inside. And servicing is just the easy replacement of standard, inexpensive lamps.



PLEXIGLAS for Apex

Resistant to age, weather and breakage, PLEXIGLAS has proved itself practical for giant outdoor displays as well as smaller interior signs. PLEXIGLAS is a true outdoor plastic—but a glamor material as well. No other type of plastic offers its unusual combination of advantages.

PLEXIGLAS for Bryant

Many times stronger than glass, and less than half as heavy, PLEXIGLAS offers real economies in shipping, erection and maintenance. Carriers accept it at straight first-class rates. And shatter-resistance keeps PLEXIGLAS on the job year after year.



PLEXIGLAS for Magic Chef

Decorative coatings are easily applied to transparent PLEXIGLAS. Applied inside, they are safeguarded against damage by the weather-resistant acrylic plastic. Interior lighting units receive the same protection—thus reducing maintenance costs still further.

PLEXIGLAS for You?

Yes—if you want the most brilliance, the most legibility, and the most operating economy in your signs. Send today for our new booklet, "PLEXIGLAS for Signs", and see how many ideas it will suggest to you. Be sure to tell us about your specific sign problem.



All of the PLEXIGLAS signs illustrated above are manufactured in volume by Neon Products, Inc., Lima, Ohio. Interior-lighted with Slimline lamps, the PLEXIGLAS faces of these "Plastilux 500" signs light up with 500 lumens per square foot. Full color and full reproduction of exact trademarks and copy, give unusual visual impact day and night.

PLEXIGLAS is a trade-mark, Reg. U. S. Pat. Off. and in principal foreign countries.

**ROHM & HAAS
COMPANY**

WASHINGTON SQUARE, PHILADELPHIA 6, PA.

WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

WAR IN THE APPLIANCE BUSINESS—PAGE 184

WEST COAST SHOWS BIGGEST RETAIL INCREASE

Where are the big retail markets of the country—and how do they compare with one another? The Bureau of Census keeps turning out more information from its 1948 Census of Business to help businessmen get the answers.

Almost half (45 percent) of the dollar volume in retail trade was accounted for in 1948 in seven states—New York, California, Pennsylvania, Illinois, Ohio, Texas, and Massachusetts. The state of New York remained first in the United States in terms of dollar volume of sales, with 11.2 percent of all retail trade dollars reported there.

Although increases in dollar receipts were reported for all parts of the nation, the greatest percentage increases from 1939 occurred in the Southern and Pacific states. The West South Central states led with an increase of 252 percent, followed by the East South Central with 248 percent, the Pacific states with 246 percent, and the South Atlantic with 238 percent. Individual states showing greatest percentage increases were Arizona (307), North Dakota (289), Florida (282), New Mexico (280), Alabama (276), South Dakota (267), Arkansas (263), and Oregon (261).

Per capita expenditures in retail trade establishments, which rose nationally from \$319 in 1939 to \$893 in 1948, were highest in the Pacific states where a per capita figure of \$1,067 was recorded, and next highest in the Mountain states, where the 1948 figure was \$995. States with highest per capita figures for 1948 were the District of Columbia with \$1,288 per capita; Delaware with \$1,274; Nevada with \$1,225; and Montana with \$1,179. North Dakota, South Dakota, Alabama, Arkansas, and Mississippi showed the greatest growth in per capita expenditures in retail stores between 1939 and 1948 with increases of 330, 285, 265, 264, and 263 percent, respectively, compared to the national increase of 183 percent.

LESS BUSINESS FROM GI SCHOOLS

Companies providing equipment and supplies for schools giving training under the GI bill will find it harder to get business from now on—and there will be less of it.

New regulations issued by the Veterans Administration will reduce the amount it pays out for supplies. During the first five years of the GI program, VA spent \$315 million this way.

Here are what the new rules provide:

(1) Veterans training schools must get bids from at least three "reputable and reliable established dealers or distributors". VA will pay the school as much as the lowest bid.

(2) VA will pay only the actual cost of supplies to supply corporations and affiliates set up by the school for the chief purpose of furnishing such things to the school. Bids must also be submitted.

(3) VA will not pay for items normally considered part of the school's capital equipment.

NO ONE-MAN COLLECTIVE BARGAINING

If you've got just one employee, the National Labor Relations Board will not force you to bargain with a union over his wages and working conditions.

The Board says a bargaining unit with only one employee is inappropriate—he can't "bargain collectively." That's what it told the Teamsters Union when it tried to force Savage Arms Corp. to bargain over the company's one full-time truck driver.

CENSUS TRENDS

Some of the guesses made on this year's Census of Population are already being nailed down by workers handling the early returns. Here's how Washington headquarters summarized them:

Large population increases on the west coast, in Texas, Florida, and in the industrialized areas around the Great Lakes.

Great growth in the suburban areas of large cities—some of this at the expense of central city population.

A shrinkage in farm population in those areas where increased mechanization is contributing to farm consolidations.

A larger proportion of women in the population and a considerable increase in women workers.

An increased proportion of the population in the very low and highest age groups due to the high marriage and birth rates during the war decade and the extension of the life span. End

on the next pages
you will see the
most beautiful

Radio and Television
sets ever built..

new 1951
Motorola
Television
Radio

awarded
Fashion Academy Medal
for authentic and distinctive
Furniture Styling



MODEL 20F1 . . . 20 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Lined Oak or Mahogany.



MODEL 19K2 . . . 19 inch picture tube. Lined Oak or Mahogany.



MODEL 19K3 . . . 19 inch Rectangular tube. Mahogany cabinet only.



MODEL 19K4 . . . 19 inch picture tube. Lined Oak or Mahogany.



MODEL 17K2 . . . 17 inch picture tube. Mahogany or Lined Oak.



MODEL 17F4 . . . 17 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Rich Mahogany cabinet.



MODEL 17K1 . . . 17 inch picture tube. Mahogany or Lined Oak.



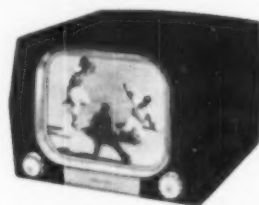
MODEL 17F5 . . . 17 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Mahogany or Lined Oak.



MODEL 17K4 . . . 17 inch picture tube. Mahogany cabinet only.



MODEL 14K1 . . . 14 inch Rectangular tube. Lined Oak or Mahogany.



MODEL 14T3 . . . 14 inch Rectangular tube. Plastic Case. Value Price.



MODEL 17T3 . . . 17 inch Rectangular tube. Plastic case. Value Price.

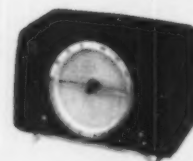
HERE IS YOUR TOP LINE FOR '51

In TV MOTOROLA is the outstanding line by any comparison you choose to make! Beautiful and distinctive styling . . . unequalled variety of models and screen sizes . . . **BEST SELLING FEATURES** and the most competitive dollar for dollar pricing in the industry for performance-tested merchandise. For the TV showing of the year see them at your MOTOROLA distributor's preview. Motorola is **BEST LOOKING** . . . **BEST ADVERTISED** . . . **BEST BUY FOR '51!!!**

the most beautiful sets ever built . . .



MODEL 5C1 . . . "Radio-larm" Clock Radio. Plastic case in Forest Green, Ivory.



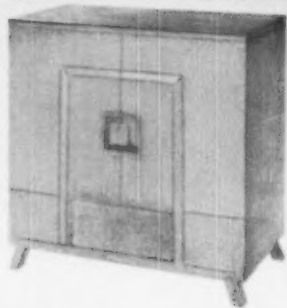
MODEL 5X11 . . . AM radio in smart Black, Ivory or Walnut plastic.



MODEL 5X21 . . . Short-wave radio band, AM radio. Walnut, Ivory, Black.

Motorola

RADIOS



MODEL 17F1 . . . 17 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Mahogany or Lined Oak.



MODEL 17F2 . . . 17 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Walnut cabinet.



MODEL 17F3B . . . 17 inch Rectangular tube. FM/AM radio . . . 3-speed phono. Smart lined oak cabinet.



MODEL 17K3 . . . 17 inch Rectangular tube. Lined Oak or Mahogany.

Motorola

TELEVISION



MODEL 17T1 . . . 17 inch Rectangular tube. Lined Oak or Mahogany.

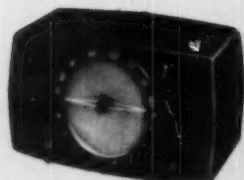


MODEL 17T2 . . . 17 inch Rectangular tube. Mahogany or Lined Oak.

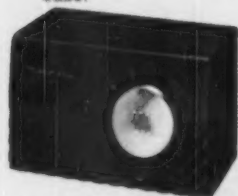
and packed with fast selling features



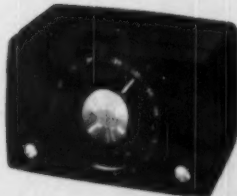
MODEL 7XM21 . . . FM/AM table radio. Brown, Emerald Green Bakelite case.



MODEL 6X11 . . . AM table radio. Moulded Bakelite case in Walnut or Ivory.



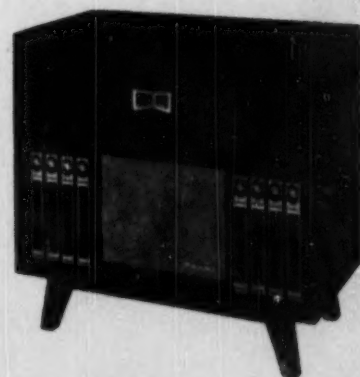
MODEL 5R11 . . . AM radio in Walnut, Ivory, Gray, Maroon, Green, Yellow.



MODEL 5H11 . . . AM radio in Ivory, Green, Walnut Bakelite case.



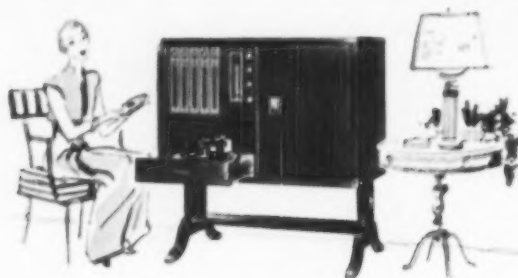
MODEL 8FM21 . . . FM/AM radio. 3-speed record changer. Lined Oak or Mahogany.



MODEL 9FM21 . . . FM/AM radio. 3-speed record changer. Lined Oak or Mahogany combination.

here is the lead-off ad

in **MOTOROLA'S BIGGEST CAMPAIGN!**



here is one of twenty-nine new "beautiful buys"

1951

Motorola TV

NEW "18th Century" off-the-floor cabinet . . . in select grain, hand-rubbed mahogany . . . so very beautiful in your home. **NEW** 17 inch rectangular pictures . . . brighter, steadier than ever before. **NEW** "controlled quality" chassis for extra long trouble-free service. **EASY** 2-control tuning . . . turn it on, select station, that's all.

EXCLUSIVE Bilt-in-Antenna . . . just plug in and play! **NEW** fool-proof 3-speed phonograph, plus Golden Voice FM/AM radio.

*And above all, **NEW** value at a new low price!*



all so new
that a demonstration
will convince you
that your new set
MUST be one of
the twenty-nine
new Motorola
TV models.

MODEL 17F4 in Mahogany

There's a style to fit your home—at a price to fit your budget. See your Motorola dealer soon.

Preway provides everything you've ever wanted including the most exciting price in the industry



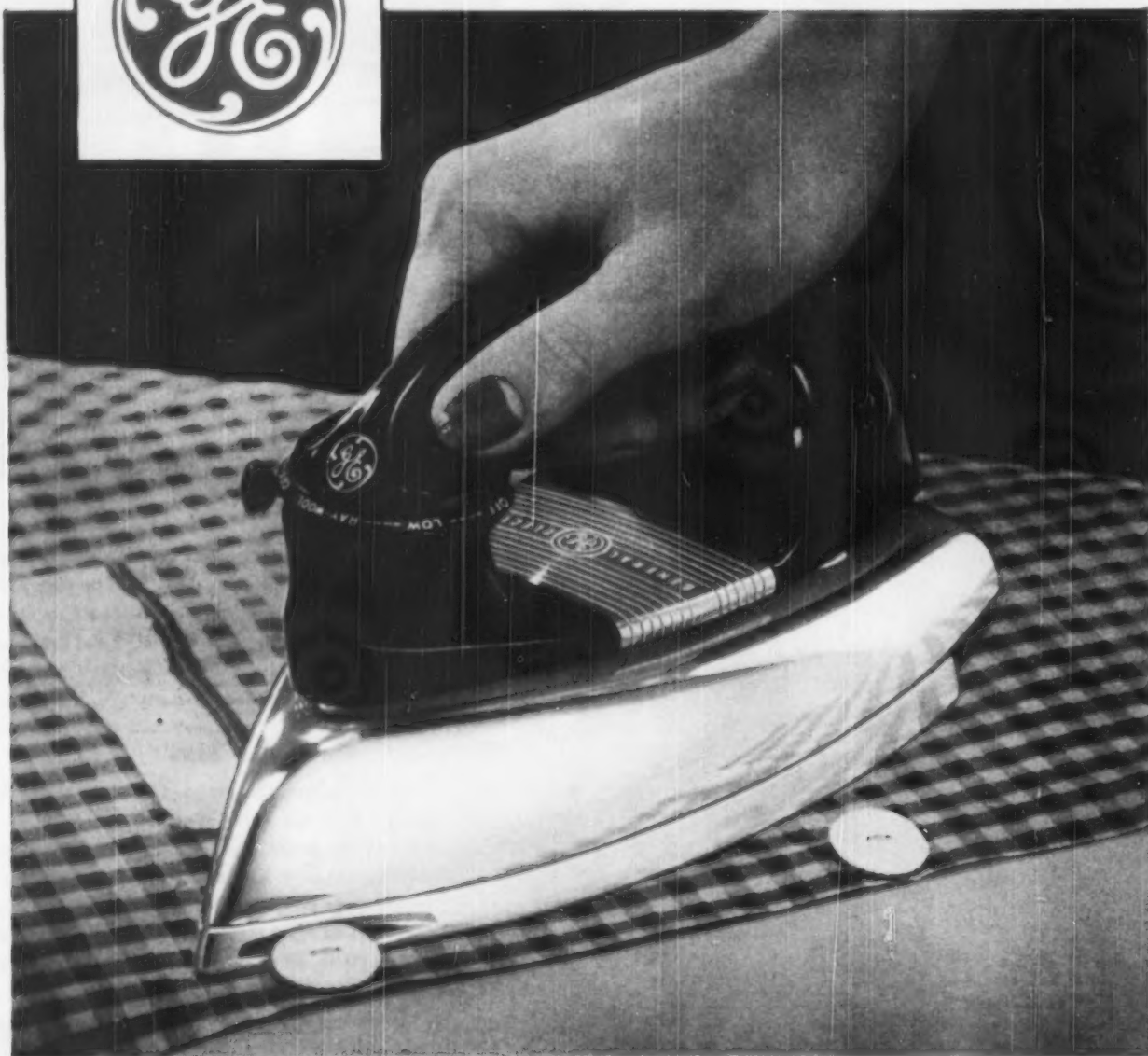
You'll find Preway gas and electric ranges a line stripped of what you don't need, built up with what you do — a short line geared for easier selling, easier merchandising. Here you'll find all of the important "staples" that your customers are looking for in style, construction and functional features, plus a price that you can PUSH . . . a promotional fancy that will build store traffic and SALES.

You've always wanted a line like this to keep your business fresh and active at all times. Here it is — made by the fastest-growing manufacturer of major home appliances in America. Point to Preway for a consistently profitable year-round market . . . one that pays off from the start. Write today for complete details. They've made a lot of sense—and dollars—to a lot of dealers everywhere.

PRENTISS WAHERS
PRODUCTS CO.
 9630 SECOND STREET, N.
 WISCONSIN RAPIDS, WIS.

General Electric

its 30



● **"IRON $\frac{1}{3}$ FASTER,** as so many women do!" That's what you can say to women when you show them this handsome "Visualizer" General Electric Iron. A recent check shows that many women find this General Electric

beauty helps them iron $\frac{1}{3}$ faster than with older types of irons.

It has so many ingenious features that help save time in so many ways. It retails for \$11.95.*

proudly presents millionth iron!

This month, in G.E.'s Ontario plant in California, the 30 millionth General Electric Iron was produced.

We of the General Electric Company extend our appreciation to those distributors and dealers whose great sales records have made this 30 millionth iron possible.

A PLEDGE TO YOU!

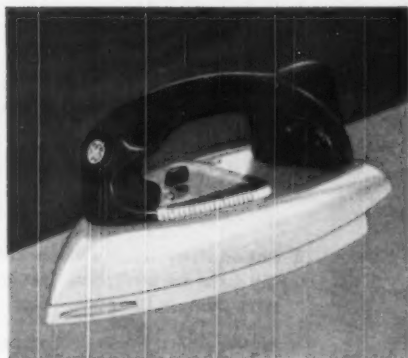
We will continue to manufacture America's finest irons and to offer them at prices that make them the world's finest dollar-for-dollar iron value.

This manufacturing and sales policy, we are certain, will help assure high volume and profit for you in the years ahead. General Electric Company, Bridgeport 2, Connecticut.

**Ride with the leader—
the General Electric line
that outsells all competition!!**

- ✓ First in sales—year after year!
- ✓ The finest designed iron made. Just compare!
- ✓ A consistent, year-round national advertising program—hard-selling advertisements that the records prove are read by more women—year after year—than any other traffic appliance advertising!!

FEATURE AMERICA'S FAVORITE IRONS!



BUDGET MODEL. Fully automatic and streamlined. So many convenience features! \$8.95.*



EASY-TO-SET Fabric Dial under handle. Broad ironing surface. Weighs only 2 $\frac{3}{4}$ pounds. \$9.95.*



COMBINATION STEAM AND DRY Iron... no more sprinkling of light fabrics. Ideal for pressing. \$17.95.*

*Prices subject to change without notice.

You can put your confidence in—

GENERAL  **ELECTRIC**



14 answers to the question:
"What would I use it for?"



There's a 14-Point Range-Sales Story in Your

MIRRO

Deep-Well COOKER

Have you been telling it ALL?

MIRRO-MATIC Deep-Well PRESSURE COOKER



... adds speed-cooking and pressure
canning to your Deep-Well Sales Story!

The MIRRO Deep-Well Cooker can be such an effective selling force for you that, once you have sold it thoroughly, your prospect will consider no range complete without its advantages. It is your job to bring to life the benefits that your prospect will enjoy... to picture with words the many ways in which she will use her new Deep-Well... to show her the convenience and economy that *your* range, equipped with the MIRRO Deep-Well Cooker, can offer her. Do it well, tell it ALL, to build your range sales to an unexpected high!

MIRRO
THE FINEST ALUMINUM

ALUMINUM GOODS MANUFACTURING COMPANY • MANITOWOC, WISCONSIN
FIFTH AVENUE BLDG., NEW YORK 10 • MERCHANDISE MART, CHICAGO 54
WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

1. **Whole Meals**—Meat balls and rice, with carrots on the bottom... a pudding steaming on the trivet above.
2. **Cheaper Cuts of Meat**—Slow, even cooking in the Deep-Well, out of the way of other utensils, will make toughest meats tender with low cost of fuel.
3. **Stew**—There's nothing finer than a hearty Irish stew and dumplings, cooked long and slow this inexpensive way.
4. **Soup**—Simmer it for hours over the Deep-Well heat, for fine, old-fashioned flavor.
5. **Deep Fat Frying**—No spattering of grease on the range-top. No chance of tipping over the hot fat.
6. **Blanching Vegetables**—Use the french-fryer or the new aluminum blancher basket to dip vegetables in boiling water before canning or freezing.
7. **Bulky Vegetables**—Corn on the cob is right at home in the deep, straight-sided kettle of your Deep-Well.
8. **Cereals**—Vary your breakfast diet by making large quantities of mush or scrapple in the Deep-Well, then storing it in the refrigerator.
9. **Hot Rolls**—Heat them through without drying, using only a couple of spoonfuls of water.
10. **Baked Ham**—Half a large ham will bake to perfection, leaving extra room in the oven.
11. **Franks for a Party**—You can put 3 dozen frankfurters or 4 quarts of cocoa or coffee in the Deep-Well, for after-the-game refreshments.
12. **Steamed Puddings**—Set pan on trivet, after covering tightly with waxed paper.
13. **Canning**—Holds 3 pint-jars for hot-bath processing. Grand for making jellies and jams.
14. **Sterilizing**—Pint-jars, three at a time—jelly glasses—six to eight baby bottles... can be sterilized perfectly.



"Toast 'n Jam" Set
Model No. 6DS

CASH IN NOW ON TOASTMASTER'S TWO SPECIAL OFFERS!

● Get acquainted with the newest member of the "Toastmaster"® family—and at a profit! Check the two special offers below. They're your introduction to the new "Toast 'n Jam" Set that promises to be a sales star in your store.

Special Offer #1

You save \$3.14 on a "Toastmaster" Toaster with your order for these three items:

	LIST PRICE
2 "Toast 'n Jam" Sets (#6DS).....	each \$27.98
1 Automatic Toaster (#1B14).....	21.84
1 Merchandising Kit.....	No Charge

Special Offer #2

You save \$3.14 on a "Toastmaster" Toaster with your order for these three items:

	LIST PRICE
1 "Toast 'n Jam" Set (#6DS).....	\$27.98
1 "Hospitality" Set (#6B14T).....	22.84
1 Automatic Toaster (#1B14).....	21.84
1 Merchandising Kit.....	No Charge

With your order for the three items on Special Offer No. 1 or No. 2 you get one "Toastmaster" Toaster at the special price of \$11.00... your regular cost \$14.14 (in lots of three).

IMPORTANT—Read Carefully

- 1 Not more than a total of 6 Special Offers to any one retail outlet.
- 2 Orders must be for immediate delivery and must include all items specified.
- 3 Toaster offered at special price and Merchandising Kit will be shipped direct to retailer by McGraw Electric Company. Distributor will deliver balance of the merchandise.
- 4 We reserve the right to refuse any orders not taken in accordance with the terms of these Special Offers.
- 5 Special Offers are not good after August 31, 1950, and may be withdrawn earlier at our option.
- 6 Place your order for your Special Offers with your distributor, NOW!

"Hospitality" Set
Model No. 6B14T



MERCHANDISING KIT

INCLUDES ALL THIS!

- PERMANENT COUNTER DISPLAY featuring "Toast 'n Jam" Set.
- FULL-COLOR COUNTER FOLDERS with your imprint.
- TWO-COLOR MAILING LEAFLET on "Hospitality" Set, "Toast 'n Jam" Set, and Toaster.
- FULL-COLOR TOASTER IDENTIFIER that attaches directly to toaster.
- TWO-COLOR COUNTER CARDS, easel backed, 5 x 8 inches.
- CUT & MAT SERVICE for making your own ads.

TOASTMASTER Automatic Electric Appliances

*"TOASTMASTER," "HOSPITALITY," and "TOAST 'N JAM" are registered trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Copy 1950, TOASTMASTER PRODUCTS DIVISION, McGraw Electric Company, Elgin, Ill.

THE DENVER DRY GOODS CO. J. J. Serrano Vandenberg Barney Korman's Meyer Brothers R. H. WHITE'S

gib
franchise

How many of these top

MACY'S
Rhodes
Burdine's
Lazarus
Whitney's
HORNISCHIL, KORN & COMPANY
MAISON
BLANCHE
Harry S. Manchester
Harris
MARSHALL
FIELD & COMPANY
Peoples STORE
C. O. MILLER'S
THE BROADWAY

HORNE'S
The Best Place To Shop After 50

EVERY WEEK THE POST'S ITEM PROMOTION SERVICE is mailed to all the top department stores in the United States. In plenty of time to make plans for promotions, it provides advance information on department store products to be advertised in the POST. It also includes a merchandising newsletter, case histories of outstanding item promotions, and sales-training and copy suggestions. It was designed to meet retailers' specifications, and it has won the acclaim of top retailers from coast to coast.

HERE'S WHAT THEY HAVE TO SAY ABOUT ITEM PROMOTIONS



"We are utilizing The Saturday Evening Post Item Promotion Service. We find it helpful in coordinating advertising, display and selling facts for our salespeople. This mutual cooperation cannot help but improve business for all of us."

JOHN B. KNOX, President
R. H. White's, Boston, Mass.



"We feel that the POST Item Promotion Service is the most helpful, most complete of any magazine that we have knowledge of. It is exactly what we want in the retail business, and your organization is to be congratulated on the fine presentation."

EARL W. BROTHERTON, Vice President
Howland's, Bridgeport, Conn.



"We check the items in The Saturday Evening Post Service for items that we can tie in, and where the item is timely and specific, we arrange a tie-in. We believe that it is the best service of its kind. It certainly gives all the facts at a glance."

RUSSELL E. RISLEY, Publicity Director and
Sales Promotion Manager
Ed Schuster & Company, Milwaukee, Wis.



"It is an excellent idea to have just one item to a sheet. We use the sales clinchers in our sales-training class and as background for copy in our ads. We are planning to develop greater uses for The Saturday Evening Post Item Promotion Service all the time."

W. STANLEY TRUBY,
General Merchandise Manager
William F. Gable Company, Altoona, Pa.

The Dayton Company MEIER & FRANK'S HUTZLER BROTHERS CO. *Titcher-Goettinger*

retail men do you know?



"Most of the kits that come to the store end up in the waste basket, except for the POST Item Promotion Service. From a retailer's point of view it is presented more intelligently than that of any other magazine. Our merchandise managers and buyers find it highly usable."

NOEL D. BRYCE, Publicity Director
Brown Thomson, Hartford, Conn.



"We tie in wherever possible to take advantage of vendor national advertising. In that respect, The Saturday Evening Post Item Promotion Service is invaluable in giving us the picture at a glance. It saves us time by not having to wade through excess material."

JOHN E. COOLIDGE, Men's Clothing Buyer
Scruggs, Vandervoort, Barney, St. Louis, Mo.



"Thank you for sending us the POST Item Promotion Service. It is routed to our merchandise men, who route it to their buyers to find out if we have the goods. If so, we try to display them to tie in with the POST. If the copy is good, we also tie in with our advertising."

G. A. GIDLEY, General Merchandise Manager
Gimbel Brothers, Philadelphia, Pa.



"The Saturday Evening Post Item Promotions are particularly valuable, having the added value of being not just items, but items of national repute and acceptance. Properly used, they can be of invaluable assistance."

J. K. WASSERMAN,
General Merchandise Manager
Tiedtke's, Toledo, O.

Twenty years ago, The Saturday Evening Post pioneered in developing scientific merchandising information and methods. The Post's Item Promotion Service is just one of many aids to advertisers and merchandisers. Ask your Saturday Evening Post representative to tell you about the others.



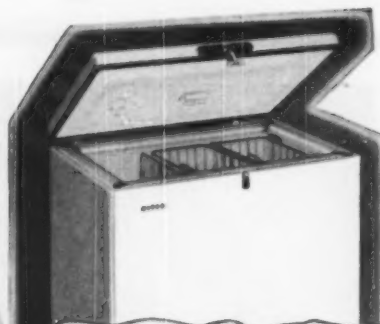
*America's greatest
merchandising medium!*

Wallace
HUDSON'S
Edwards
filene's
Shepard
Schuster's
Mandel Brod
The Wm. H. BLOCK
H.C. Prange &
HOWLAND'S
FOLEY'S
BT's
The Fair
GABLE'S
TIEDTKE'S
The FAIR
GIMBEL'S

NO QUESTION NOW AS TO WHO LEADS IN HOME FREEZER FIELD!

CHILL CHEST

FOOD FREEZERS



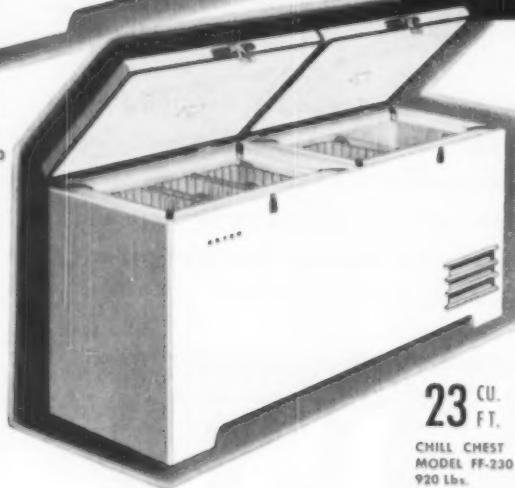
8
CU.
FT.

CHILL CHEST
MODEL FF-81
320 Lbs.
Capacity



15
CU.
FT.

CHILL CHEST
MODEL FF-150
600 Lbs.
Capacity



23
CU.
FT.

CHILL CHEST
MODEL FF-230
920 Lbs.
Capacity

LARGER CAPACITY

IN LESS SPACE

LOWER PRICE

PER CUBIC FOOT

The THRIFTY buy in '50!



NEW EXCLUSIVE FEATURES...

Take a look at almost any line of food freezers — they look alike, but check their storage capacity, cabinet size and features with Revco Chill Chests. Yes, You'll be amazed! Chill Chests are bigger inside to give you more food freezing and storage capacity. The Chill Chest line of 8, 15 and 23 Cu. Ft. Models compare both in price and outside dimensions with average 6, 12 and 20 Cu. Ft. freezers of other makes.

Then look at features that keep a food freezer "ticking"! Compare how fast the freezer pulls down to zero... check cabinet construction features that assure safe low-temperature over longer periods for most economical performance.

Chill Chest's exclusive design and proven engineering methods give you many distinctive advantages like the chip and rust-proof Aluminum Fast-Freezing and Food Storage Compartment... Frost-Free Seal Zone that provides the perfect lid seal... Easy-Lift Food Baskets with plastic wrapped handles. Yes, dollar for dollar, feature for feature the Revco Chill Chest line offers "the THRIFTY buy in '50!"

"ISN'T IT
A BEAUTY?"



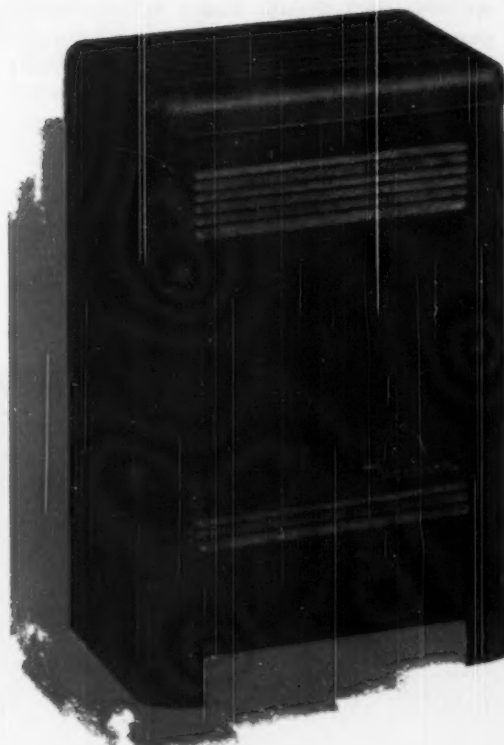
No question now as to who leads the field on larger capacities in less space at lower price per cubic foot in home and farm food freezers. Wire, phone or write for complete data and name of distributor near you. Distributor inquiries also invited.

Revco INC. • DEERFIELD, MICHIGAN

IN THIS CORNER...
The Mighty Midget..



that knocks out COLD!



The New **Dearborn** **DVC-12 GAS HEATER!**

When you've got DEARBORN'S new, bantam weight, 12,000 B.T.U. gas space heater, the DVC-12, in your corner, you've got a real champion on your side in the fight against cold weather! Designed for comfort-making in small areas, the fully-vented DVC-12 is *ideal* in small bedrooms and bathrooms.

Here's why the DVC-12 is the perfect answer to small space heating needs wherever gas heating is used:

SAFETY	Fully vented, approved by the American Gas Association, your choice of four controls, including Baso 100% Safety Pilot and Unitrol.
LOW COST OPERATION	DEARBORN'S famous High Crown Burner gives more heat with less gas consumption, makes your heating dollar work harder for you.
BEAUTY	Handsome coppertone finish blends with any decorative scheme.
EFFICIENCY	DEARBORN quality and construction assure you of a heating unit that will give years of trouble-free service.

This winter . . . put Jack Frost on the ropes . . . and your customers in your "corner" . . . with this new DEARBORN Comfort-Maker!

For more information and technical details on the DVC-12, write DEARBORN STOVE COMPANY, Dallas, Texas

Dearborn
STOVE COMPANY
Chicago • Dallas
 Offices at 5930 N. Pulaski Road, Chicago • 1701 W. Commerce St., Dallas • 3625 S. Grand Ave., Los Angeles • 1355 Market St., San Francisco • 364 Nelson St., N.W., Atlanta • 429 Grove St., Jersey City

5 SENSATIONAL

Already the fastest growing line in radio, G. E. now doubles production on 5 sensational new models headed straight for the top in today's 5 hottest price ranges. Setting the pace in style and performance and backed by the biggest promotion in G-E history, this new merchandise means a golden tide of profits for smart dealers everywhere. For the first time ever you can now offer choice of colors all at same low price . . . Sensational Dial Beam that lights up each station number as you dial (No other radio at any price has this feature—what a hook in a \$19.95*

model!) . . . Full-size radios priced little more than midgets . . . World's finest FM-AM table radio at its price . . . Amazing sunburst dial . . . Genuine mahogany veneered table sets. Radios for every room, purse and market! All offering a great big sales-PLUS—a name customers can depend on! The feast's on, the values hot—come and get 'em! Call your G-E radio distributor or write General Electric Co., Receiver Division, Syracuse, New York.

DELUXE! Actually outperforms many consoles—how's that for sales bait! Extra sensitivity, extra power, extended tonal range, 5 tubes plus rectifier. Congo brown (Model 404 below) or alabaster ivory. Same low price. **\$29.95***



FULL-SIZE! Not a midget radio with midget performance but a full-size G-E for only pennies a week more! Big beautiful mahogany plastic cabinet—over 13" wide, over 8" high "Big set" features: built-in antenna, dial light, slide-rule dial, Model 402. **\$24.95***

FINEST FM-AM EVER! Never before such quality at the price! Here's G.E.'s finest ever, with unusual, eye-catching, sales-catching sunburst dial . . . 7 tubes plus rectifier . . . genuine Armstrong FM circuit . . . 2 built-in antennas . . . G-E Dyna-power speaker . . . lovely mahogany plastic cabinet, Model 408. **\$49.95***

GENUINE MAHOGANY! You've never sold a lovelier table model! Stunning wood cabinet is veneered in CHOICE, HAND-RUBBED, GENUINE MAHOGANY. Sure-fire with the "cream" market. With its 5 tube plus rectifier chassis, 3-gang tuned RF stage, Model 410 outperforms many consoles! **\$39.95***

*Prices slightly higher West and South.



MODEL 403



MODEL 408



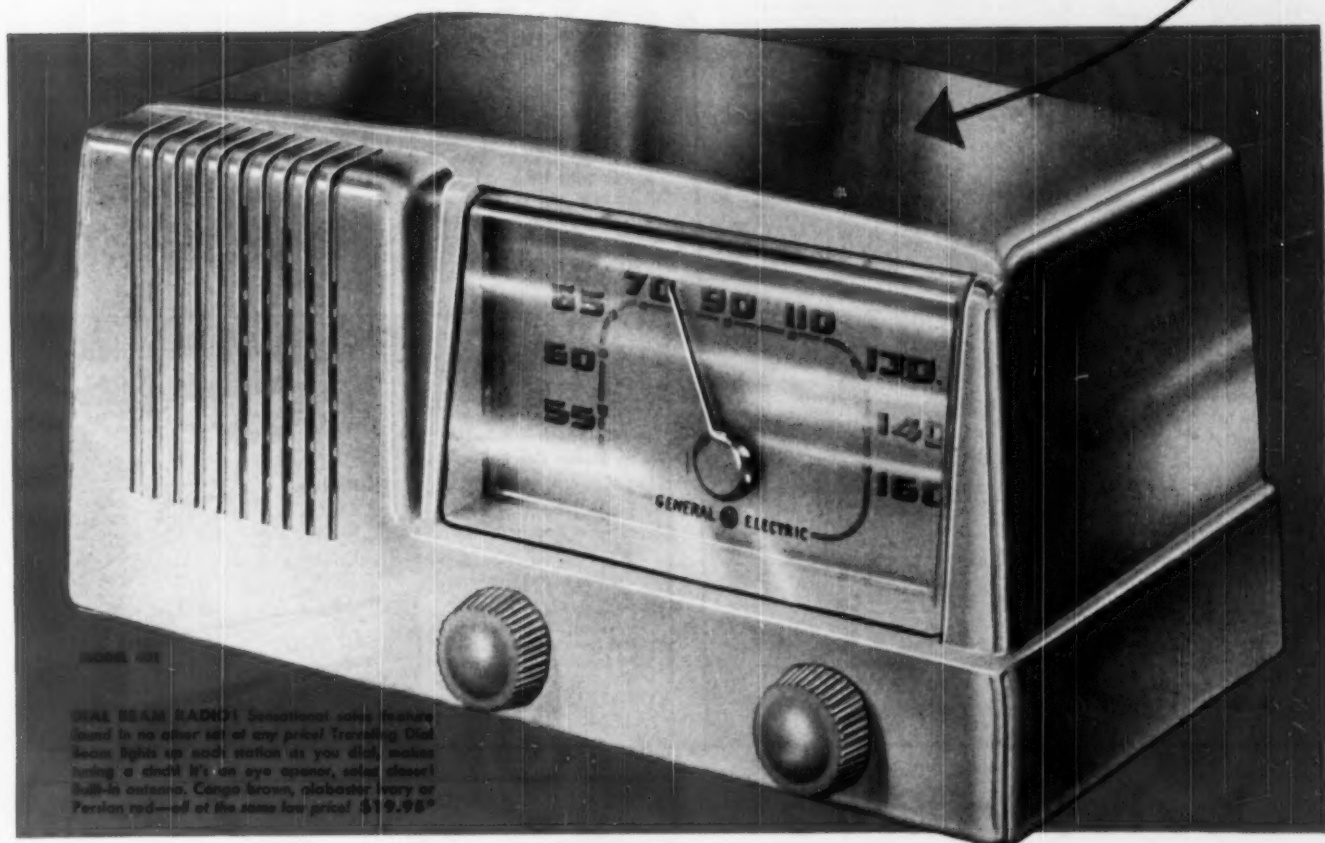
MODEL 410

You can put your confidence in—

MODELS-SO HOT

*-we've doubled
our production!*

Choice of \$19⁹⁵
COLORS*



MODEL 401
DIAL BEAM RADIO! Sensational color feature found in no other set of any price! Traveling Dial Beam lights on each station as you dial, makes tuning a snap! It's an eye opener, color closer! Built-in antenna. Congo brown, alabaster ivory or Persian red—all at the same low price! \$19.95*

GENERAL  **ELECTRIC**



I have a small kitchen and a big family!



I want the best money can buy!



I want the least expensive good range I can get!



I often feed 20 people at once!



I can't afford to spend much—but I want good quality!



I want automatic cooking at a low price!



I want one that will bake and broil at the same time!



I'm building apartments with small kitchens!

This ONE great line meets ALL electric range needs!



←RK-4

Compact 21" Range with Full-size Oven

Frigidaire's Model RK-4 is just right for apartments and homes where space is at a premium — yet it has all of the features needed for good cooking. Can be equipped with Cooking-Top Lamp and Cook-Master Oven Clock Control. Lower-cost model RK-3 has same features as RK-4 — less one Radiant-tube Unit.



←RK-3

Only FRIGIDAIRE offers all three sizes—a really wide choice of styles, features, prices — the most complete selection in the industry.

Whatever the size of a prospect's family, budget or kitchen, there's a Frigidaire Electric Range that's right for him. He can choose from 9 models and 3 sizes — 21 inch, 30 inch or 40 inch widths — whichever size he may desire for his individual needs.

Moreover, Frigidaire Dealers offer such sales-making features as the faster, thriftier new Radiant-tube Cooking Units—Lifetime Porcelain inside and out—Raymond Loewy styling. And most important, every Frigidaire Range — regardless of

price — offers the very highest quality construction. Truly — you can't match a Frigidaire Electric Range!

This brilliant line is being heavily advertised all year 'round — in magazines, newspapers and other media. And it's being merchandized in the aggressive, thorough way for which Frigidaire is famous.

No wonder Frigidaire Dealers are rolling up banner sales records in electric ranges.

No wonder all these Frigidaire Dealers agree — you can't match a Frigidaire Franchise!

RM-35 →

The Thrifty-30— Biggest Little Range In The World

This amazing new range is already one of the best sellers in the industry. Only 30" wide and sensationally low-priced, it has the biggest oven of any household range and many features of much more costly ranges! DeLuxe Model RM-35 has a Cook-Master, utensil drawer, Cooking-Top Lamp.



RM-35 →



RM-75 →

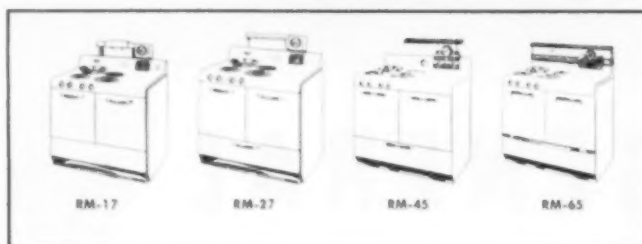
DeLuxe Double-Oven 40" Range — Finest Money Can Buy

Model RM-75 has two big Even-Heat Ovens. That makes it possible to bake and broil at same time — or to bake, broil or roast a double quantity of food at once.

Single oven 40" models — RM-17, RM-27, RM-45, RM-65 — offer excellent trade-up opportunities. And each is an outstanding buy in its price class.



You can't match a
FRIGIDAIRE
Franchise 



TIME SALES
build profitable
VOLUME

COMMERCIAL
CREDIT
financing protects your
PROFIT

Helps Dealers Make
More SALES • More PROFITS
More SATISFIED CUSTOMERS

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore • Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

ELECTRICAL MERCHANDISING—AUGUST, 1950

*E*very appliance dealer knows that his volume sales must still come from the time payment buyers. Though there has been a considerable improvement in family incomes since 1941, 80% are still in the under \$5,000 class.

You see how important it is to be as choosy as all-get-out in picking your financing connections.

Because the most of your merchandise profits come from time payment sales, you want to be sure that your time payment plan gives you every advantage to promote those sales and protect those profits.

Commercial Credit service assures you of liberal and complete wholesale financing, wide but wise latitude in granting retail credits, and a profit-protection feature that irons the wrinkles out of your brow.

Check with any of the leading appliance distributors. They know.



RAYTHEON

MEANS

with this new
that is dependably built

only RAYTHEON Television gives you all this PROOF of DEPENDABILITY!



Radar



Tubes



Radio and

Broadcasting Equip.



2-Way Radiophone

PROOF!

Look at These Electronic Devices Made by RAYTHEON—leader in electronics for 25 years!

Radar—Raytheon revolutionized the making of radar.

Broadcasting Equipment—Raytheon produces TV and radio broadcasting equipment.

Radio—Raytheon engineers made possible the *first* house current radios.

Tubes—Raytheon pioneered in cathode ray, subminiature and other electronic tubes.

2-Way Radiophone—Raytheon is a leading maker of this electronic device.

PLUS

THIS EXTRA PROOF of DEPENDABILITY

PROOF!



Backed by famous Good Housekeeping Guaranty Seal.

PROOF!



Backed by the most liberal one year parts and picture tube warranty.

PROOF!



Backed by Underwriters' Laboratories Seal.

... IT ALL ADDS UP TO

BUSINESS

**1951 television line
for dependable performance!**

A New Line Consumers Will Like!

Here are just a few of the exciting new 1951 Raytheon television line that can mean big profits for you! Check the availability of these models with your distributor. They have extra sales appeal that means fast turnover—and they're priced to sell! This new, compact line includes table, console and combination models... mahogany and limed oak styles. And Raytheon's generous discount on them means *big profits for you!*

Backed by Aggressive Promotion!

More and more TV shoppers right in your territory will be seeing and hearing about Raytheon. National advertising—*plus* hard-hitting merchandising—*plus* local advertising will all make your job of selling Raytheon easier.

Don't Miss Out!

Discover the profits in store for you with this new 1951 Raytheon line. Find out how it can zoom your TV business now! For complete information, contact your Raytheon distributor or write us today.

BELMONT RADIO CORPORATION

5921 W. DICKENS AVE., CHICAGO 39, ILL.

Subsidiary of
RAYTHEON MANUFACTURING CO.



BIGGER PROFITS FOR YOU

FOR EXTRA SAVINGS

BUY YOUR COMPLETE FLORENCE HEATER LINE FROM

IT PAYS
TO CONCENTRATE
ON
FLORENCE HEATERS

Florence Heaters offer the price appeal that brings in customers...plus beauty, features and performance to help you close sales

In gas heaters—in oil heaters—a model—and a price—to suit everyone...that's how complete the Florence line is. So why not concentrate on this line? It means larger discounts earned through quantity buying and more convenience in stocking and ordering. You gain in every way—by featuring Florence.



GAS HEATERS



POT HEATERS



SLEEVE HEATERS



DRIVEN-AIRE HEATERS



CABINET HEATERS



ROOM HEATERS

LEADING IN VALUE FOR 76 YEARS

GAS RANGES — LP-GAS RANGES — ELECTRIC RANGES — OIL RANGES
DUAL-OVEN Combination RANGES — OIL HEATERS — GAS HEATERS

Florence
RANGES AND HEATERS

FLORENCE STOVE COMPANY... General Sales Offices and Plant: Gardner, Mass. Mid Western Plant: Kankakee, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Ave., New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama St., S. W., Atlanta; 301 North Market St., Dallas.

MURRAY

MEANS BUSINESS!

-for you! New Features . . . New Beauty . . . New Profits!



Modern, Woodgrain Cabinets for every small location cabinet sink in 60", 36" and 48" sizes. All the features that make them easiest to sell!

MURRAY

MATCHED STEEL KITCHENS

- Welded Construction for lifetime service!
- Silent Brass Runs for all drawers!
- Sound-deadened construction in doors for silent operation!
- Rounded Edges; everything smooth to the touch!
- Durable Hinges and dependable spring-action catches!
- Recesses for comfortable toe and knee space!
- Adjustable Shelves!
- Concealed Hand Grip on all wall cabinets!
- Wearproof, stainproof Vinyl tops on all floor cabinets!
- Hi-baked enamel on all cabinets!
- Acid and Stain Resistant Porcelain on all steel sinks!
- Fluorescent Lighting provision under all wall cabinets!

MURRAY

HIGH-SPEED ELECTRIC RANGES

- Completely Automatic Cooking . . . oven, 6-quart deep well cooker, and appliance outlet all automatically timed! Interval timer.
- Big Deep Well Cooker, holds a full 6 quarts; 7-heat burner on the bottom can be raised to form fourth surface unit!
- Giant Oven...fully porcelain enameled, rounded corners—so easy to clean. 17" x 18" x 20" size for ample space.
- Non-Steam Oven Door, always clear-vue. And entire range is Fiberglas insulated for greater efficiency, cooler kitchen.
- Automatic Oven Thermostat. Signal lights when baking, broiling, or surface units are on! Fluorescent range lamp.



Wonderful Electric Ranges...five models in all . . . three 48" wide, one 36" and one 20". All with extra-large ovens. Ranges for every kitchen, large, medium, or small.

MURRAY

STREAMLINED GAS RANGES

- Giant Oven, 18" x 15" x 20", fully porcelain enameled, rounded easily-cleaned corners. Non-steaming clear-vue window.
- One-Piece Seamless Top, no separate burner bowls with dirt-catching seams. One smooth, easy-to-clean top.
- "Waterfall" Front, no seam at front top of range! No grease collecting!
- Titanium Porcelain enamel on welded steel—always sparkling white.
- Electric Clock—with interval timer, that times up to 4 hours.
- Giant Broiler with slide-out smokeless pan and grid. Range fully Fiberglas insulated for greater efficiency.



Beautiful Gas Ranges, in the same sizes as Electric Ranges. Styled for perfect cleaning, finest cooking. Choice of separate or grouped burners for extra convenience.

MAKE THE MOST of this great, new line! If you're a wholesaler kindly write on letterhead. If an appliance dealer forward coupon.

The Murray Corporation of America
Home Appliance Division, Dept. 8
1202 South Washington
Scranton, Pa.

Gentlemen:

Kindly forward full details.

Name _____

Address _____

City _____ Zone _____ State _____

PROCTOR

INTRODUCES NEW PRODUCTS to Step Up Your Fall Business!

Exciting new designs! Revolutionary new features! Packed with buy-appeal! Keep customers' interest in your store alive, active. To increase turnover, traffic, sales—Proctor supports these products with bang-up promotion. Big space newspaper advertising to localize operations, benefit you directly. Sound, concrete aid for dealers, built around a business-making "Best Buy Guarantee" to your customers and featuring a liberal dating plan plus other important investment insurance for you. Get full details when your Proctor representative calls. Meanwhile, study these new Proctor Products—plan your order now!



Mary Proctor CORDMINDER

Now priced lower
to win more sales!

MODEL 50A
Retails at \$3.95

PROCTOR CHAMPION IRON

A real featherweight, with full even
heat and other sales-winning qualities!

MODEL 989—Retails at \$9.95

Fed. Tax Incl.



Mary Proctor CUSTOM-FIT PAD & COVER SET

Sure-fit sailcloth cover in colors.
An unparalleled sales success!

MODEL 24—Retails at \$3.95

Mary Proctor HI-LO IRONING TABLE

A complete
sell-out wherever
it's appeared!

MODEL 60

Now with sensational "Wheel-A-Way"
for easier shifting of table. Plus
other famous features that put it
on top in sales in a very short time.

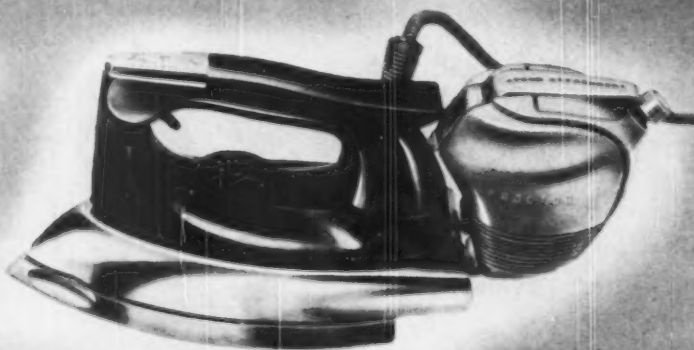
Retails at \$12.95



Mary Proctor AUTOMATIC NEVER-LIFT STEAM IRON

With METERED STEAM*... IMPROVED NEVER-LIFT ACTION*... STURDY,
RUST-PROOF RESERVOIR*... The first and only truly practical steam-
dry iron combination. Packed with features and advantages
that put it miles ahead of any other steam iron!

MODEL 990—Retails at \$19.90 Fed. Tax Incl.



PROCTOR ELECTRIC COMPANY

NEWSMAKER IN APPLIANCE

does it again!

PROCTOR CUSTOM TOASTER—

New Proctor development. Toasts to preferred texture—soft, crisp or crunchy. Greatest new toaster sales feature since invention of automatic pop-up! Has Color Guard, too!

MODEL 1483—Retails at \$21.50 Fed. Tax Incl.

with
sensational

**CRISPER
CONTROL***



PROCTOR DE LUXE TOASTER—

Unique method of toasting to desired color with most phenomenal toaster thermostat ever invented! Distinctive eye-appeal plus other Proctor-quality features. Sells fast! Sells often!

MODEL 1469—Retails at \$15.95 Fed. Tax Incl.

with
amazing

**COLOR
GUARD***

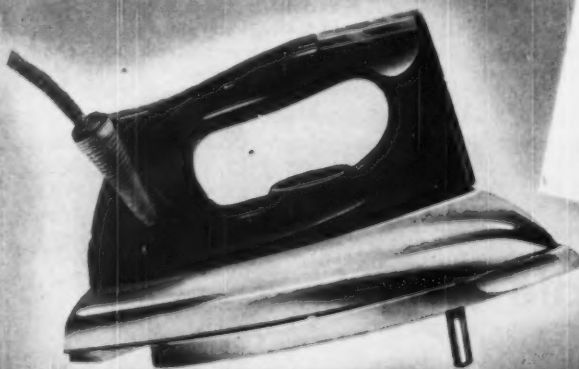


PROCTOR AUTOMATIC NEVER-LIFT IRON

With improved, snag-proof Never-Lift Action*... extra stable! One trigger control. No buttons to push. Saves lifting 2½ tons per ironing day. Ends lifting, tilting, twisting. Better than ever, more than ever, the most sought after flatiron made!

MODEL 991—Retails at \$12.95 Fed. Tax Incl.

*
Proctor-exclusive
features sell
Proctor Products!



PROCTOR®

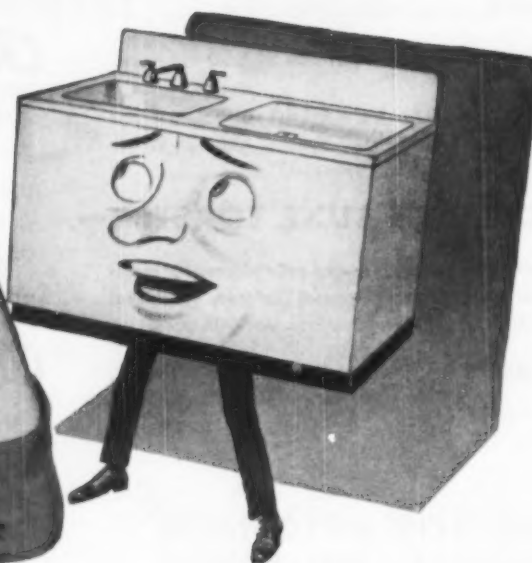
MERCHANDISING

• 3rd Street and Hunting Park Avenue, Philadelphia 40, Pa.

THE BEST WATER HEATER SALESMEN

aren't

ALWAYS PEOPLE!



... and here's one who's right on the job in your customer's home every day. He isn't a person at all. He's the electric dishwasher that you've already sold to one of your customers, reminding her every time she washes dishes automatically that she needs a dependable, automatic supply of good hot water.

So be sure to ask what type and size of water heater your dishwasher customer now has in her home. You'll be surprised to find how easy it is to sell her an Electric Water Heater and how many actual sales result from this ap-

proach. Try it, prove to yourself how successful it is.

The same principle holds true every time you sell an Electric Clothes Washer, Range or Clothes Dryer. Each of these appliances also paves the way for an Electric Water Heater sale—the clothes washer because it, too, needs a dependable supply of hot water at the proper temperature—the other two appliances because when a home is wired for them it's easier and costs less to install an Electric Water Heater.

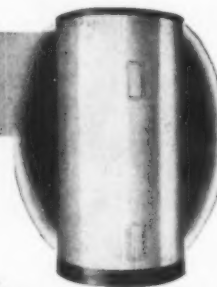
Even if you don't make the water heater sale

at the time you sell the other appliance, put each customer on your hot prospect list and follow up frequently. The job is made easier by the fact that people *want* electric hot water. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.

Finally, there's more profit for you, because of the larger dollar volume on Electric Water Heaters, which means you make more on each sale. Be sure to cash in on these facts. You'll be pleased with the results.

SELL ELECTRIC WATER HEATERS

They're what people want!



ELECTRIC WATER HEATER SECTION—National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEFPREEZE • FAIRBANKS-MORSE • FOWLER
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH
NORGE • PEMCO • REX • RHEEM • SEPSCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE



96 MILLION PAIRS OF EYES



WILL BE EXPOSED TO

BLACKSTONE ADVERTISING

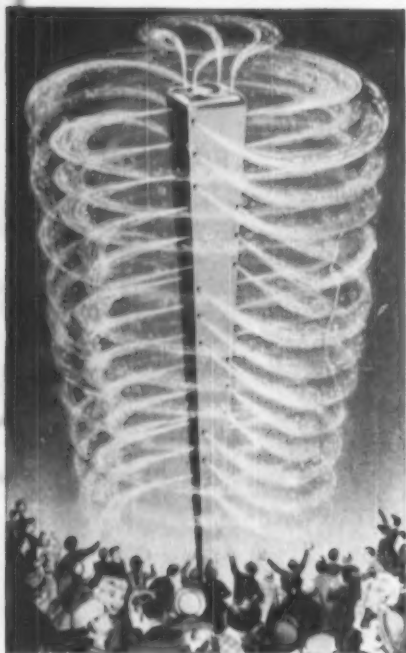
Beginning with a four-color page in the September 9th SATURDAY EVENING POST, Blackstone launches a powerful fall advertising campaign in which national magazines are supplemented by Sunday Rotogravure Advertising in 25 key markets. During September alone, more than 96 million readers will be exposed to Blackstone's Sales Message.

BLACKSTONE CORPORATION, JAMESTOWN, N. Y.



SELL THE PROFIT LINE





AMAZING JET-TOWER WITH EXCLUSIVE HYDRO-BRUSH ACTION

Revolutionary idea completely modernizes dishwashing. Sixty-four whirling jets of water (booster-heated to ideal washing temperature) brush-flush every hollow and contour of every dish and utensil. Hydro-Brush Action from top to bottom, followed by piping-hot double rinse, and *presto!* Dishwasher stops, pops open cover for practically instantaneous flash drying. All in just 9¾ minutes—automatically, electrically!



Youngstown Kitchens Electric Sink combines Jet-Tower Dishwasher and Youngstown Kitchens Food Waste Disposer (optional at extra cost) in beautiful 48" Cabinet Sink. One-piece top of acid-resisting porcelain-enameled steel. Comes complete with no-splash, 8" bowl; swinging mixing-faucet, rinse spray, crumb-cup strainer.



Youngstown Kitchens Automatic Dishwasher in gleaming, white-enameled steel cabinet (27" wide) fits snugly by any sink. One-piece, acid-resisting porcelain-enameled steel top. Back-splash protects walls, inset toe space makes standing easy. Simple operating mechanism. Matches other Youngstown units.



Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

ANNOUNCING THE NEW



Youngstown Kitchens

Jet-Tower Dishwasher

An exciting new principle that completely modernizes dishwashing . . . two beautiful new units developed and made by the world's largest makers of steel kitchens . . . the new Youngstown Kitchens Automatic Dishwasher and Electric Sink enter a tremendous, wide-open market with the biggest send-off ever given a dishwasher!

Here's the answer to the only major household task still done in the old-fashioned, "by-hand" way . . .

An answer that can bring the dealer tremendous profits as this huge, hardly touched market is blasted wide open by these new JET-TOWER DISHWASHERS that completely modernize dishwashing!

The beautiful Youngstown Kitchens Electric Sink and Automatic Dishwasher give complete Hydro-Brush Action from top to bottom . . . wash with sixty-four whirling jets of booster-heated water . . . double rinse . . . open automatically for practically instantaneous drying, all in just 9¾ minutes (normal water pressure)!

You'll recognize the features on sight that make this Dishwasher so appealing to housewives: the easy loading (no heavy, loaded baskets to lift) . . . the thoroughness, the speed of operation! For complete information, see your Youngstown distributor, or write direct, Mullins Manufacturing Corporation, Warren, Ohio.

**IF INTERESTED IN THIS
NEW SALES OPPORTUNITY
WRITE OR WIRE TODAY!**

MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

STREAMLINED, MODERNIZED MERCHANDISING METHODS!

Here's the same vigorous, sales-wise promotion that made Youngstown Kitchens world-famous... now applied to Dishwasher selling—for your profit!

New display ideas! A new, dynamic method of display and demonstration—special equipment designed to help you show **HOW** and **WHY** the JET-TOWER does a better, faster job—to help you demonstrate to more prospects easily, effectively!

New merchandising approach! More enthusiasm, a stronger advertising send-off than any dishwasher has ever been given . . . new, *basic* appeals that can't miss the market's bull's-eye: "Completely modernizes dishwashing!" "The greatest helper a housewife ever had!"

New traffic-getters! A bold and daring bid for greater store traffic . . . a gigantic giveaway promotion to bring prospects flocking in for demonstrations! 500 Dishwashers, 28,000 working-model miniatures to be awarded **FREE!**



\$34.95. Price subject to change without notice.

Why this will be
your best selling year for the

General Electric Triple-Whip Mixer!

**Sales-compelling
product features**

... plus year-round national consumer advertising, will help you make this a great selling year for the great new General Electric Triple-Whip Mixer.

And be sure to see your distributor for tested point-of-sale aids, too!

You can put your confidence in—

GENERAL  **ELECTRIC**



New Automatic Juicer! Squeezes, and automatically strains, a dozen or more oranges with no clogging. A worksaving wonder that really sells this mixer!



Built-in Light! Shines directly down into bowl. Customers love it! Makes an effective point-of-sale demonstration. Four-quart and two-quart bowls accompany mixer.



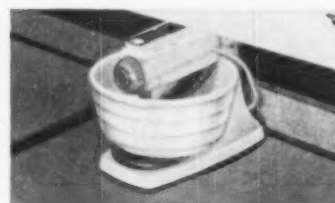
New Speed Selector! Newly designed Speed Selector is located out front where it's easy to read. Housewives are always sure of the right speed, whatever they're mixing!



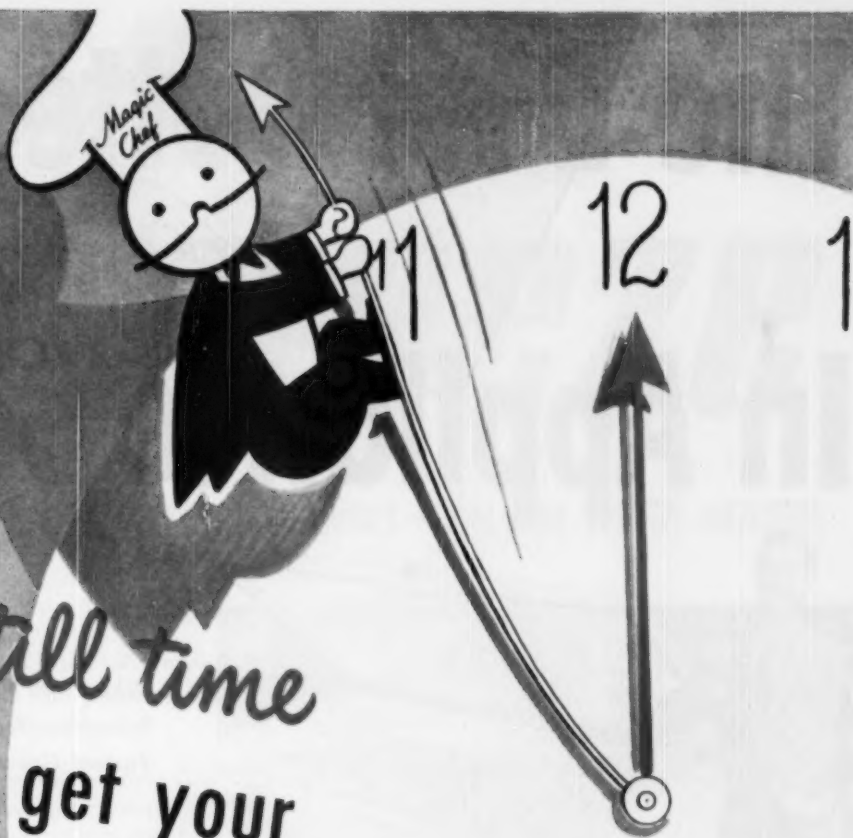
3 Easy-to-Clean Beaters! For faster, more thorough mixing—three beaters. No center shafts... they're easy to clean. Beaters are shaped to beat from center to sides of bowl.



More power than ever! Assures housewives of constant power and lots of it—even at low speeds, even when mixing the heartiest batter. Yet it weighs only 4 pounds as a portable.



Low storage! "Flip over" feature lets mixer be stored under low shelves. Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



there's still time
to get your
Magic Chef GAS RANGES for fall selling



Before all
these BIG
advertising
programs begin!



NATIONAL CAMPAIGN Reaching 30 million homes

SPECIAL LP GAS CAMPAIGN
Directed at 8,340,000 rural families



COMMERCIAL RANGE CAMPAIGN
Directed at thousands of commercial prospects



contact your **Magic Chef** salesman or write, wire or phone
AMERICAN STOVE COMPANY

The Best Dotted Line In Appliance Selling!



When You Put Your Name on a *Deepfreeze* Franchise, You Have Signed to Sell America's Fastest Growing, Best Supported Appliances!

★ ★ ★

You take an important step in the advancement of your business when you sign your Deepfreeze Franchise. You prepare the way for building a steady, constantly growing, sound business . . . you are set for maximum sales with four fast-moving famous name Deepfreeze appliances.

Your *Deepfreeze* Distributor Helps You with Effective Sales Planning!

With your Deepfreeze Franchise you receive complete, expert selling support. Your experienced Deepfreeze Distributor is always ready and willing to assist you in every detail of successful merchandising and promotion. He supplies you with powerful package promotions that mean Deepfreeze appliance sales for you.



Go Buy The NAME... *Deepfreeze*

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • ELECTRIC WATER HEATERS

All Are Consumer-Accepted . . . All Are Consumer-Preferred!
They are made in the same fine tradition that pioneered and developed the world's first and best home freezer!

The famous Deepfreeze trademark has the recognition and respect of potential customers. It won consumer confidence through home freezer fame . . . now it is the same standard of high quality in three new lines—Deepfreeze Refrigerators, Deepfreeze Electric Ranges and Deepfreeze Electric Water Heaters. Consumers look to Deepfreeze for exclusive, better-living features they want most in *all four* famous name Deepfreeze appliances. Only Deepfreeze Dealers benefit by the sales-pulling power of this registered trademark.

National Advertising Tells the *Deepfreeze* Story to 68,000,000 Readers!

You've seen the great Deepfreeze appliance advertising. Full color page ads feature the Deepfreeze Home Freezer Food Bank Promotion and tie-in with Deepfreeze Dealer's local campaign in these leading national magazines:

SATURDAY EVENING POST • BETTER HOMES & GARDENS • SUNSET
LADIES' HOME JOURNAL • COUNTRY GENTLEMAN • CAPPER'S FARMER
FARM & RANCH WITH SOUTHERN AGRICULTURIST • AMERICAN HOME
McCALL'S • AMERICAN MAGAZINE

★ ★ ★

Go Buy The NAME... *Deepfreeze*

© 1950 Deepfreeze Appliance Division, Motor Products Corporation
HOME FREEZERS • REFRIGERATORS
ELECTRIC RANGES • ELECTRIC WATER HEATERS

Only the products of the Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois, can carry the trademark *Deepfreeze* registered in the United States Patent Offices.



Home Freezers
... The industry's first and finest with larger capacities at the same low prices! 6 models; superior features!



Refrigerators
... 5 all-new models! The only refrigerator with the Deepfreeze Freezer Compartment! This feature means more sales!



Electric Ranges
... Where work ends automatically—and your sales begin! 5 all-new models... new features! It's your customers' choice!



Electric Water Heaters
... 14 all-new models! There's a Deepfreeze Water Heater for every home, every family's need. Best you can sell!

NOW!

See what the Franchise with a Future will do for you!

Find out what Deepfreeze will do *right now* to help you sell. Have your Deepfreeze Distributor explain the Deepfreeze Franchise. Ask him about the national advertising program and the many practical selling aids available to Deepfreeze dealers. Don't delay—see your distributor—or write direct to Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.

check these 4 great advantages of this National Register

✓ **1. Protects your customers**—This modern "Class 200" National Cash Register provides customer confidence on every sale—cash or charge. It shows your customer the price charged for each item. Then it adds the amounts mechanically and shows the total. This speeds service and prevents mistakes in prices and addition.



See for yourself how these four great advantages—plus the many other features of the National "Class 200"—will increase your profit and decrease your chances for loss. This National register will quickly pay its cost . . . and then go on for years making money for you! See it at your nearest National Cash Register Company office.

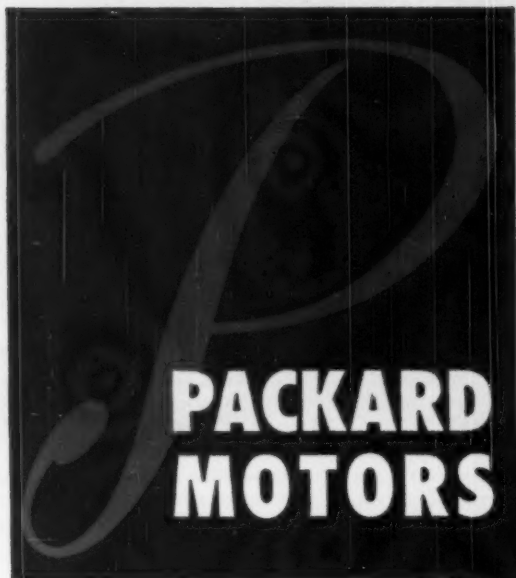
✓ **2. Protects you**—This modern SALES register prints a record of every transaction and gives you control of the money to be accounted for. It acts as a "clearing house," providing you with the vital figures you need about your daily business. It also protects these records under lock and key.

✓ **3. Saves bookkeeping time**—This register automatically distributes the amounts recorded into separate columns on a detailed audit-strip. You can classify your sales by departments, or by salespeople. You can record tax amounts separate from sales. You can also record sales-slip numbers, quantities, weights, sizes, brands, stock numbers, code numbers, etc., on any transaction...a valuable aid in inventory control.

✓ **4. Speeds figure work**—Built inside this register is an adding mechanism that will speed your daily figure work and eliminate mistakes in addition. You can use this feature for miscellaneous addition at any time during the day, without disturbing the cash register records.

National
CASH REGISTERS • ADDING MACHINES
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO

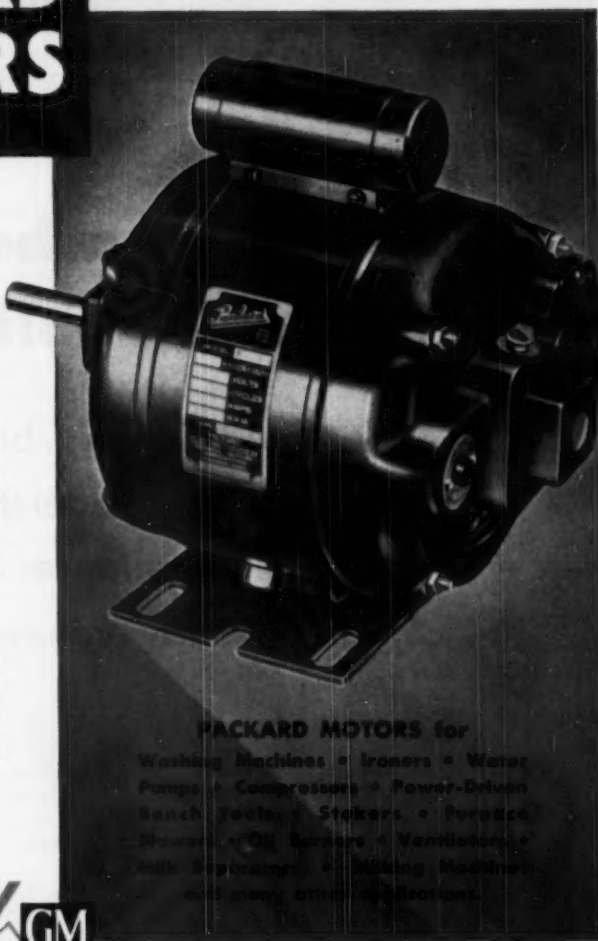


**Your assurance of
superior fractional
horsepower performance**

You can count on Packard fractional horsepower motors to provide top performance and dependable service. They will build customer good will . . . increase the value and trade acceptance of your products.

That is why more and more manufacturers of motor driven appliances and equipment are turning to Packard motors. They recognize Packard's outstanding performance record . . . a reputation for uniform *quality* manufacture—the result of 33 years devoted to the production of fractional horsepower motors.

Take advantage now of Packard's more than three decades of motor building experience. Specify Packard fractional horsepower motors for your products. They are your assurance of lasting satisfaction and superior performance!



PACKARD MOTORS for

Washing Machines • Ironers • Water
Pumps • Compressors • Power-Driven
Sawch Tools • Stokers • Furnaces
Blowers • Oil Burners • Ventilators •
Auto Equipment • Milling Machines
and many other applications



Packard Electric Division, General Motors Corporation, Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-THREE YEARS



Englewood Stove & Repair Co., 7300 S. Halsted, Chicago



He quit a bank teller's job to sell appliances

Fred Dykstra bet his future that friendly understanding would sell appliances—and proves it with a yearly volume exceeding \$250,000

FRED M. DYKSTRA, who owns and operates Englewood Stove & Repair Co., 7300 S. Halsted, Chicago, has proved himself to be a top-flight appliance salesman by consistently chalking up sales in excess of \$250,000 a year.

The most significant sale of his career, however, found Fred on the customer's side of the counter. This was the sale that sparked an idea which he developed into one of the busiest appliance stores on Chicago's south side.

The idea? As Fred tells it, "Somebody once wrote that 'he who honors not the small is unworthy of the large.' That idea struck home twenty-two years ago when I got a bad deal on some home furnishings. That deal got me to thinking. If a store could treat customers that way and stay in business, why couldn't I make a go of it by giving people the kind of treatment they like?"

At the time, Fred was a teller in a south

side bank. He had taken the job after two years in high school. He finished school at night. After three years at the bank he was convinced that further advancement depended on someone's quitting or dying. He didn't want to wait.

So, with a question mark for a future, Fred Dykstra tackled a new business without experience. But enthusiasm, neighborly consideration and consistent advertising under the Selective Area plan helped him to success.

Sells house-to-house

Fred started selling as a house-to-house salesman of vacuum sweepers and washing machines. "I soon discovered it was no picnic,"

he said, "but knocking on doors for a year or two gave me my basic training. By 1928, I had managed to save enough to open a shop of my own at 6850 Green Street."

Believing that a stove is the most important appliance in the home, he named the store Englewood Stove & Repair Co. "A stove is the housewife's workbench," he said, "and there will always be a market for it. That's why stoves are our specialty."

The early years offered Fred little profit and plenty of hard work. He sold in the daytime and studied appliance construction and selling techniques at night. His first employee, a repair man who is still with him, recalls many times when his salary consisted of what was left over at the end of the week—times when Fred kept nothing for himself.

(Advertisement)

He sticks to his idea

Fred was quick to refund a customer's money when it was requested. He mailed a thank-you note after every sale. No little extra service was too small for his attention. In time, he began to realize his goal—a following of customers who depended on him as a friend and an adviser.

"The first time I really saw the importance of these little extra services," he said, "was in 1945 when we moved to our present location on the corner at 7300 S. Halsted. We had a grand opening, and more than 2,000 people came to wish us luck—most of them old customers. I was more convinced than ever that little considerations are the seeds of big business."

Fred's new store is evidence of the importance of modern merchandising methods. The store is arranged to display every item to proper advantage. The service and parts departments are so placed that, in order to reach them, a customer must pass by attractive displays. Everything is within easy reach, with advertised items occupying the choice locations.

He's still studying

"Although there's nothing like experience," said Fred, "there's always plenty of opportunity to learn in this business. I insist that my salesmen attend the schools put on by manufacturers. My suggestion box in the store turns up a lot of profitable ideas because the boys know I'll use their suggestions whenever I can."

This emphasis on education underlies the selling methods used at Englewood Stove. "We don't have any set selling procedure," Fred points out, "because every prospect presents a different problem. The salesman has to size them up and proceed from there. However, we try to let the prospect interest himself in an item before we make the ap-

proach, because that gives us a head start.

"We offer service on everything we sell, and that's the backbone of our sales approach. We're sold on our service setup, and that helps us sell it to a customer. From experience we know that the first sale is the big one. Our follow-through will usually hold them once we get them in the bag the first time.

Happy employes make sales

"I've always believed that the way you treat your employes is just as important as the way you treat your customers. After all, the salesmen and service men represent the whole firm to most of my customers. If they like their jobs, their enthusiasm affects the people they contact.

"Nobody here works more than five days a week. I feel that a little relaxation helps all of us do better work, and we'll live longer, too."

Fred says he doesn't have to boss his employes. They work on a guaranteed salary plus commission, and they seem to be just as interested in the success of the business as he is. Four of his employes have been with him close to twenty years.

Advertising takes time

"Good advertising gets people to come to us and keeps them interested," said Fred. "I believe in a lot of it.

"Some time ago, I decided that long-range advertising does the best job in the appliance field. Unlike a mail-order business, it takes time for appliance advertising to pay off. Most everything we sell takes a fair-sized chunk out of the family budget, and people like to think it over. You've got to keep your name before them constantly to do the job.

"Over the years we've weeded out the advertising that doesn't produce. We place ads in the community newspapers because

they are well read by the folks in this neighborhood.

"A few years ago, we got wind of something new in advertising and investigated the Chicago Tribune's Selective Area plan. Since then, Selective Area ads have become an important part of our program because they do the job more economically than anything we've tried."

Fred's Selective Area ads in the Chicago Tribune are circulated among more than 200,000 families in the Southwest zone of metropolitan Chicago, where his store is located. The ads are big-space, retail-level ads that feature the store's name along with pictures of the merchandise Fred sells. These hard-hitting ads work exclusively for his store in his neighborhood. Yet, his cost is as little as \$32 for a full page.

His number one promotion

In the first six months of 1950, Englewood Stove & Repair Co. participated in 47 Selective Area ads.

"The big department stores on State Street put most of their advertising in the Tribune," said Fred, "and those boys know how to get results. The Selective Area plan makes it possible for outlying stores like mine to take advantage of the Tribune's pulling power.

"These ads seem to produce better every time, so this year we're making them our number one form of promotion."

* * *

MANUFACTURERS: Your local dealer's enthusiasm for your product is often the factor which decides a customer to buy your brand. You create that enthusiasm faster when your advertising is geared to demonstrate its effectiveness on the retail level.

Under the Chicago Tribune's Selective Area plan, the dealer sees your advertising produce sales in his own store. He gets retail-store-type copy over his own name in Chicago's No. 1 medium, reaching the prospects who can best trade with him. His cost is as low as one per cent of card rates. Yet the whole program is factory controlled and agency-placed.

So well does the plan produce for dealer, distributor and manufacturer that already more than \$1,000,000 has been placed in Selective Area advertising in the appliance field alone. Far more than half of the 2,013 appliance dealers in Chicago and suburbs have participated in these campaigns.

Find out for yourself how the Selective Area plan can help you build the consumer franchise you want in the important Chicago market. Ask the Chicago Tribune representative nearest you for complete information—today!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

CHICAGO TRIBUNE REPRESENTATIVES

A. W. Dreier, 1335 Tribune Tower, Chicago 11
E. P. Struhsacker, 220 E. 42nd St., New York City 17
W. E. Bates, Penobscot Bldg., Detroit 26
Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4
also, 1127 Wilshire Blvd., Los Angeles 17
MEMBER: FIRST 3 MARKETS GROUP AND
METROPOLITAN SUNDAY NEWSPAPERS, INC.



(Advertisement)



ADVANCE-DESIGN TRUCKS

POPULARITY LEADERS Chevrolet trucks are the favorites by far! In every postwar year truck users have bought more Chevrolets than any other make. And that's proof of the owner satisfaction they have earned!

PERFORMANCE LEADERS Chevrolet trucks give you high pulling power over a wide range of usable road speeds... cut down total trip time with high acceleration on the straightaway.

PAYLOAD LEADERS Careful design and rugged construction permit you to haul more goods more miles—at lower cost per ton mile! You enjoy real savings on operating and repair costs.

PRICE LEADERS You're money ahead with Chevrolet trucks! Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—high-trade-in value, all add up to the lowest price for you.

Packed with **VALUE...**

Primed with **POWER**

Chevrolet Advance-Design trucks have everything it takes—and plenty to spare. Rugged construction to withstand the wear and tear. Handling ease and comfort to lighten the load of a day's work. And more power than ever! Two great Valve-in-Head engines—the Loadmaster 105 h.p. and the Thriftmaster 92 h.p.—make these the most powerful trucks Chevrolet has built! Yes, these new jobs bring you peak value—and at a low price. They cost surprisingly little to buy, to run and maintain. That's why Chevrolet trucks outsell them all!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

AHEAD WITH ALL THESE PLUS VALUES

- **TWO GREAT VALVE-IN-HEAD ENGINES:** the New 105-h.p. Loadmaster and the Improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load
- **THE NEW POWER-JET CARBURETOR:** smoother, quicker acceleration response
- **DIAPHRAGM SPRING CLUTCH** for easy action engagement
- **SYNCHRO-MESH TRANSMISSIONS** for fast, smooth shifting
- **HYPOID REAR AXLES**—5 times more durable than spiral bevel type
- **DOUBLE-ARTICULATED BRAKES**—for complete driver control
- **WIDE-BASE WHEELS** for increased tire mileage
- **ADVANCE-DESIGN STYLING** with the "Cab that Breathes"
- **BALL-TYPE STEERING** for easier handling
- **UNIT-DESIGN BODIES**—precision built.



Why didn't we think of that? *

Once Again Gibson is
THE TALK OF THE TRADE!

*

Press-Tee Automatic Door (Model 1150) — Hands full? Just Press-Tee, door opens and stays open. Press-Tee again, walk away, it closes.

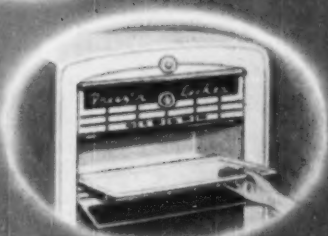


*

Touch-A-Tap (Model 1130) — A cool, refreshing glass of water any time. Connects to house water supply.

*

Freezer Locker and Fresh-A-Locker (Model 1190) instantly combine into huge, 90-lb. Super Locker.



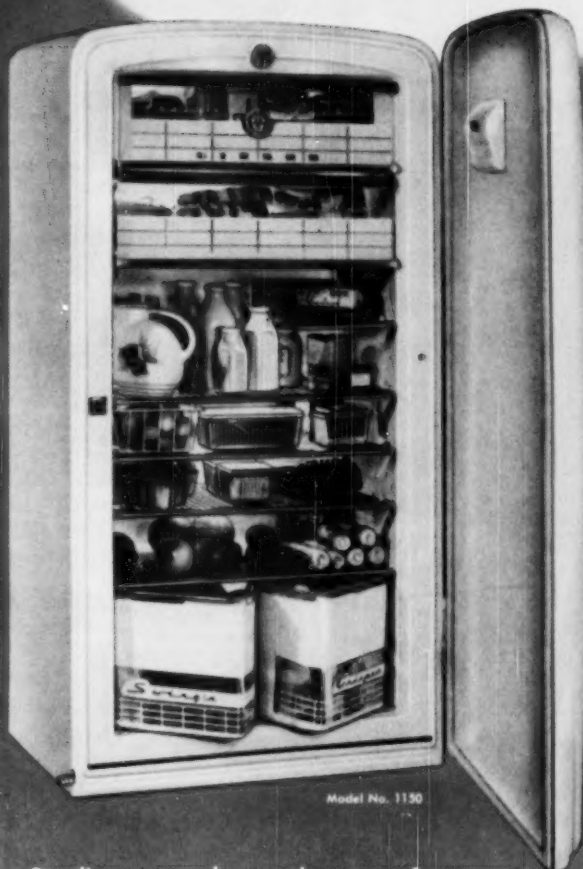
*

Swing-A-Crisp's hold mountains of food, swing open at a touch.



*

Butt'r keeps butter at exactly right consistency for easy spreading.



Model No. 1130

Stealing a march on other manufacturers is an old story with Gibson—and a daily, profit-pleasant experience for Gibson dealers. While other manufacturers are still saying, "Why didn't we think of such features as Press-Tee, Touch-A-Tap, etc.," Gibson dealers are using these and other features shown here to win sales away from rivals. If you want to be on the winning side: phone, wire or write your Gibson distributor, or Gibson direct, AT ONCE.

Gibson

ONLY THE BEST



CAN BEAR THIS CREST

GIBSON REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN

Copyright 1930, Gibson Refrigerator Co.



M-1031
\$4.50M-016
62.26M-1041
\$4.50

M-1150
\$34.95

M-1038
\$14.95M-940
\$10.95M-1138
\$29.95M-1043
\$14.95M4-232
\$4.95M-816
\$8.50M-282
\$7.95

M-420
\$4.50

M-431
\$3.10

It gets dark every night...

*A--M-1235	\$14.95
*B--M-802	\$2.00
*C--M-4025	\$27.50
*D--M-505	\$5.00
*E--M-1015	\$1.00
*F--M-1405	\$12.00
*G--M-1005	\$7.00
*H--M-1145	\$6.00
*I--M-201	\$4.25
*J--M-505	\$14.00

*Prices slightly higher west of Boston

Now's the time to Re-Light with decorative

Your dealer can supply fixtures to fit any decorative style. Ask to see the big, 32-page, full-color MOE LIGHT CATALOG, too. Just be sure... say "Moe Light!"

Brighten your house or apartment by Re-Lighting with new, good-looking MOE LIGHTS: designed to go with your decorative plan. Add a newer, fresher note to your living. Look around at the lighting fixtures in your home and resolve right now to replace with Moe Lights... the greatest name in lighting fixtures. And it's so easy. Just visit your nearest Electrical or Hardware Dealer or Department store and see the wide variety of Ranch type, Colonial, Modern, and dozens of other styles on display. It's so easy to Re-Light with Moe Light. Individually packaged... SO EASY TO INSTALL!

Send for a beautiful 32-page full-color catalog. Bright ideas for entrances and for every room in the house. Enclose 25c in coin to cover postage and handling.

IF YOU ARE BUILDING
Plan with your Electrical Contractor for locating your future outlets to give you just the MOE LIGHTS you want exactly where you want them. Your Electrical Contractor... the man who knows MOE LIGHT! He will be glad to help you.

MOE LIGHT, INC., Port Atkinson, Wisconsin, World's Largest Manufacturer of Residential Lighting Fixtures
The MOE LIGHT Catalog Division includes inspiring ideas, plans, professional, production-engineered lighting appliances.

● 41,000,000 READERS! That's the amazing number of consumer impressions resulting from MOE LIGHT'S 1950 Advertising Campaign in SATURDAY EVENING POST... HOUSE BEAUTIFUL... BETTER HOMES AND GARDENS! Millions of homemakers will see these big, full-page, four color ads. THEY'LL BE LOOKING FOR THE MOE LIGHT CENTER in *your* STORE!

Every sale of electrical merchandise, paint, wallpaper, redecorating supplies, is your opportunity to cash-in on the additional sale of Lighting Fixtures. A brightly-lighted Moe Light Display steps up store traffic, too! Call your nearest MOE LIGHT WHOLESALE and send right now for the big, 32-page MOE LIGHT FULL COLOR CATALOG and complete details on the "PACKAGED-LIGHTING" DEPARTMENT.





PACKAGED-LIGHTING DEPARTMENT

...YOUR KEY TO NEW PROFITS FROM WASTE SPACE!



Dealers who bought Nationally Advertised MOE LIGHT Home Lighting Centers, report sensational results! Let MOE LIGHT Packaged-Lighting Departments put you into the fast-turnover, high-profit lighting business... overnight!

Here's an over-the-counter operation you can't afford to miss. A deal that TURNS WASTE SPACE INTO DOLLARS! A lighted MOE LIGHT ceiling or wall display brightens your entire store, stimulates sales of related electrical items, makes your store THE neighborhood headquarters for nationally advertised MOE LIGHTS.

Don't miss this "new profit" opportunity... look at the display program, choose your Packaged-Lighting Department and... call your MOE LIGHT wholesaler today!

THESE BEAUTIFUL DISPLAYS AT NO EXTRA COST TO YOU...
PAY ONLY THE SPECIAL DEALER PRICE FOR THE FIXTURES!

Yes, you pay only for the fixtures... THE DISPLAY UNITS ARE YOURS WITHOUT EXTRA CHARGE! Shipped Direct, Complete with Fixtures, FREIGHT PREPAID, even including full-color MOE LIGHT Catalogs, Price Lists and a generous supply of Dealer Sales Helps!

● **MOE LIGHT CEILING DISPLAY M-5020.** YOU GET—Beautiful 6' x 4' ceiling display ready to hang up, plus—66 individually packaged MOE LIGHT fixtures—\$178.00*.

● **MOE LIGHT WALL PANEL M-5021.** YOU GET—Beautiful 4' x 3' wall display ready to put up, plus—40 individually packaged MOE LIGHT fixtures—\$108.00*.

● **MOE LIGHT COUNTER DISPLAY M-5024.** YOU GET—Beautiful 3-sided column counter stand, plus—30 individually packaged MOE LIGHT fixtures—\$66.00*.

● **MOE LIGHT CENTER FLOOR DISPLAY M-5022.** YOU GET—Beautiful, easily moved, 8' chrome stand combining the wall and ceiling units, plus—260 individually packed MOE LIGHT fixtures—\$633.00*.

* Prices slightly higher west of the Rockies

MOE LIGHT, INC., FORT ATKINSON, WISCONSIN
World's Largest Manufacturer of Residential Lighting Fixtures



© 1950 MOE LIGHT, INC.

MOE LIGHT, INC., FORT ATKINSON, WISCONSIN

O. K... I know a good deal when I see one! Send that full-color catalog and complete details on the MOE LIGHT "PACKAGED" DEPARTMENTS.

☐ CHECK HERE FOR COMPLETE NEWSPAPER AD SERVICE FOLDER.

NAME _____ TITLE _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____



M-328
\$4.95



M-400
\$3.95



M-638
\$2.75



M-700
\$2.50



M-121
\$3.25



M-894
\$3.95



M-043
\$5.95



M-880
\$2.20



M-857
\$4.50



M-832
\$7.00



M-832
\$7.00



M-458
\$4.75



M-1211
\$9.95



M-213
\$2.45



M-221
\$3.95



M-728
\$5.95



M-268
\$7.95

You can't fool a housefly!

When DDT was discovered, it looked like *finis* for flies. At first, the pests turned up toes by millions . . . but after several years developed an immune strain. Now hardier housefly species guzzle the stuff without even a hangover. Today entomologists are betting on Lindane, *hope flies will not become immune to it, too!*



Ever hatch a pig? For years, enterprising enterprisers have made money with hatcheries—egg, chick, and fish. *Now the newest business is pig hatcheries!* Specialists produce weanling pigs, with aseptic accouchement, feed them from diet kitchens run by nutritionists . . . sell choice specimens for adoption at about forty pounds—and haven't been able to keep up with the demand!

There's no business like . . . farm business—the fastest changing, most exciting industry in our economy. Imagination and initiative, research and new techniques . . . constantly improve production.

The best farmers use science as well as skill, substitute brains for backwork . . . Legume planting makes soil self-fertilizing. Root plants and better porosity preserve rain formerly lost. Contour plowing defeats erosion. Proper rotation makes the land richer. Intensive use of machinery and electricity save steps and effort.

The new Mae West chickens give more white meat, hens lay more golden eggs,



cows fill milkpails with cream higher in butterfat, porkers produce more lean meat, beef cattle grow more tender steaks!

Opp. for men of vision . . . The biggest electric goods sales opportunity today is found among the **SUCCESSFUL FARMING** audience . . . a highly prosperous market of more than 1,200,000 families . . . of which more than a million are concentrated in the 15 agricultural Heart states, with the best soil, largest investment in machinery, equipment, and buildings, highest yields, and income easily averaging 50% more than the US farm average!

Your advertising in general media doesn't reach most of them—needs **SUCCESSFUL FARMING** which has contributed to better farm business and better farm living for more than forty years . . . keeps subscribers ahead of the parade in production and profits . . . Ask any SF office for the full facts . . . **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.

SUCCESSFUL



FARMING

Juice Extractor Option Wins Consumer Favor

The opportunity to purchase a food mixer with or without juice extractor is of considerable importance to a goodly number of prospective buyers, according to a recent consumer survey made by Hamilton Beach.

"While most sales are made with juice extractor, a certain percentage of customers have little or no use for the attachment," a company official said. "They may not use fruit juices, prefer a manual type extractor or be among the many converts to frozen concentrated fruit juice. In these cases, Hamilton Beach's separate packaging of mixer and extractor units permits them to buy the food mixer alone at \$34.25 rather than the combination at \$38.50.

High Praise For Mixer Recipe Book



Both housewives and home economists are high in their praise for the 54-page recipe book which accompanies every Hamilton Beach Food Mixer. "One of the finest jobs ever done in this field," was the comment of the food editor of a leading women's publication. There is a constant flow of requests to the factory for replacements by housewives who have damaged or lost their recipe book and "just can't get along without it."

The book contains recipes for cakes, cookies, icings, candies, ice creams, pies, salad dressings and miscellaneous dishes. Many of the recipes were especially developed, and all of them tested in the College of Home Economics, Syracuse University, under the direction of Edith H. Nason, Professor of Foods. They have been accepted and are used in teaching by a large number of home economists.

(Advertisement)

5 Ways to Make Extra Money on the HAMILTON BEACH Food Mixer!



\$500
RETAIL
(\$5.25 Denver
and West.)

1. NEW POWER UNIT

For use with Meat Grinder and Slicer-Shredder. Gives "saddle-to-saddle" ease of attachment. Power Unit slides onto Mixer base. Motor Unit slides into position atop Power Unit. Then, Meat Grinder or Slicer-Shredder is attached. Sturdy, durable, stores in any drawer. And look at the new low price! Order from your Hamilton Beach distributor now!



\$750
RETAIL
(\$7.95 Denver
and West.)

2. MEAT GRINDER

Grinds meat, chops vegetables coarse or fine. Requires Power Unit—a tie-in sale! A handy, thoroughly useful accessory composed of six sturdy metal parts and a wooden stamper. A standout value at a price that puts competitive attachments in the shade!



\$695
RETAIL
(\$7.25 Denver
and West.)

3. SLICER-SHREDDER

Slices or shreds all kinds of vegetables and fruits. Sturdy die-cast hopper assembly. Precision-made, stay-sharp slicing and shredding cones. Canner's delight—with the big season just ahead! Must be used with Power Unit—another profitable tie-in. Compare the low price. This one figures to sell!



\$3525
RETAIL
(\$35.90 Denver
and West.)
Includes two
Pyrex bowls
and extra single
beater

JUICE EXTRACTOR • \$4.25 retail
(\$4.35 Denver and West.)

**MILLIONS OF HAMILTON BEACH
MIXERS HAVE BEEN MADE SINCE 1932.
EVERY OWNER IS A PROSPECT FOR
THESE NEW ATTACHMENTS!**



\$695
RETAIL
(\$7.25 Denver
and West.)

4. COFFEE GRINDER

For that fresh-ground coffee flavor that so many people enjoy—that so many will pay to get! Jar holds full pound of coffee beans. Grinds coarse, medium, or fine for pot, percolator, or drip coffee. A quality attachment and a money-maker for you at this reasonable price.



\$475
RETAIL
(\$4.90 Denver
and West.)

5. PEA HULLER & BEAN SLICER

A real timesaver! Separates peas from pods, slices beans, potatoes, carrots. Saves your customers endless hours of tedious hand work. Easy on, easy off the Hamilton Beach Food Mixer. And how's this for a merchandise-moving price?

EASIEST-TO-SELL HAMILTON BEACH GIVES YOU MOST PROFIT ON FOOD MIXER SALES!

MIXER "A" PAYS **36.12% PROFIT**

MIXER "B" PAYS **36.13% PROFIT**

MIXER "C" PAYS **36.13% PROFIT**

MIXER "D" PAYS **36.16% PROFIT**

HAMILTON BEACH
MODEL "B" PAYS **38.18% PROFIT**

(Percentages based on List Prices, including tax.)

*Same margin of profit on attachments.

HAMILTON BEACH Food Mixer

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.

Dealers Welcome Extra Mixer Profit

Electrical dealers who check their cost sheets find that they make more profit on Hamilton Beach Food Mixers than on competitive mixers. Hamilton Beach pays a full 2 per cent more. These percentages are based on list prices including tax. "Not only do I give my customers a bet-

ter buy for their money, but I up my profits considerably," is the way one Illinois retailer puts it.

Hard Hitting Ads In Line for Fall

The Hamilton Beach consumer advertising campaign for Fall and Christmas 1950 will be the most extensive in Hamilton

(Advertisement)

Beach history, Fred S. Tuerk, sales manager has announced.

"We will use a wide list of books in the general, women's, shelter and farm fields," Tuerk said. "We are going to buy plenty of circulation and use the hard-selling type of ads that have won such fine response for us in our recent campaigns. The Food Mixer, Mixette and Vacuum Cleaners will all be featured through the Fall season. This national advertising will be backed by effective display material and literature."

Farm Journal

Farming

Capper's Farmer

Progressive Farmer

HOWARD'S DAIRYMAN

↑

**OVER 6½ MILLION
ISSUES OF THESE
GREAT FARM PAPERS
WILL CARRY THE
COOLERATOR
FREEZER STORY
TO VIRTUALLY EVERY
WIRED FARM HOME
DURING THE PEAK
SELLING SEASON**

INDIANA FARM FAMILY SAVES NEARLY 40% ON MEAT BILLS

**Slaughtering Own Meat
And Storing in Coolerator
Cuts Living Costs Sharply**



Mrs. Landes

Mrs. Wilbert Landes of Lafayette, Ind., is leading an easier, thriftier life since she got her Coolerator Freezer. She puts it this way.

"Since we bought our Coolerator Freezer and started having our own meat slaughtered, I believe we have saved nearly 40% on our meat bills.

"I am sure we will enjoy an even greater saving this summer when I am able to freeze my own fruits and vegetables. We have so much of it for a short time every year. I used to can all I could, but canning takes so much time and farm people are so busy during the summer that much of it went to waste.

"My daughter has had a Coolerator for over a year. When I saw how much work it saved her, I made up my mind I was going to have one, too. My husband is just as happy with our Coolerator as I am. It costs so little to operate and does away with so many trips to town."

SAVES 8 HOURS A WEEK SHOPPING TIME WITH A COOLERATOR FREEZER

Mrs. Margie Stogsdill has this to say about her Coolerator Freezer. "I do nearly all my shopping once a week and that saves me over 8 hours and time is mighty important when you have to prepare meals for 40 students. Buying in large quantities enables me to save over \$10 a week on my meat bills alone.

"The big Coolerator simplifies my baking problems, too. I bake enough at one time to last for several days and keep cakes, pies and other pastries in my freezer. It takes a lot of food to feed 40 people, but my Coolerator has ample capacity."



NEW COOLERATOR FREEZ-R-ATOR WITH BUILT-IN REFRIGERATOR OFFERS AMAZING CONVENIENCE

It's a big 15½ cu. ft. freezer plus a 3 cu. ft. moist-cold refrigerator in a single, compact, low-cost cabinet. It safely stores both fresh and frozen foods.

The 15½ cu. ft. freezer section holds well over 500 lbs. of frozen food. There is plenty of room for ½ a beef and nearly 300 pounds of other food. You'll be amazed at the savings you can make when you freeze fruits and vegetables out of your own garden—slaughter your own meat or have it processed at your local locker plant—and buy all kinds of food in quantity when prices are lowest. With a Coolerator Freez-R-ator you'll do the bulk of your shopping 3 or 4 times a year. You'll bake when you feel like it and prepare meals ahead.

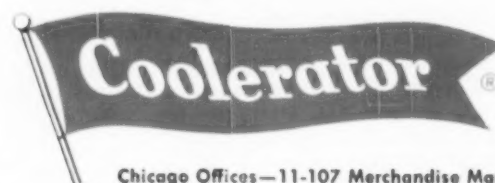
The moist-cold refrigerated compartment gives you all the conveniences of an extra refrigerator. It will keep fresh fruits in perfect condition until you're ready to freeze or serve them. It's ideal for quick chilling a case of beverages or the biggest watermelon—and to supplement your regular refrigerator.

Only Coolerator offers the Freez-R-ator—the perfect method for keeping both fresh and frozen foods. See it at your Coolerator Dealer today.

**THE COOLERATOR COMPANY
DULUTH 1, MINNESOTA**

**AND HERE'S AMERICA'S
LOWEST PRICED NATIONALLY
ADVERTISED 10 CU. FT. FREEZER
TO SPARK YOUR SALES DRIVE**

And it's as sensationally featured as it is priced to give you a "Leader" you can advertise and sell against any competition. Call your Coolerator Distributor today and make arrangements to tie-in locally with Coolerator's Farm Paper program for a harvest of freezer sales during the peak selling season.



Chicago Offices—11-107 Merchandise Mart





SQUEEZE THE WATER OUT OF YOUR BUSINESS

LIKE most men, Dealer Miller (not his real name) was proud to take his two sons into his business and he made them equal partners. But neither he nor his sons were happy and eventually he had to call for professional accounting assistance.

Mr. Miller had been in business for many years and by the time his sons grew up he had accumulated a lot of slow-moving, dead stock. He also had a considerable sum of money tied up in bad debts and his physical assets were over-valued on his books.

The trouble became serious when Miller's sons complained that it wasn't fair to ask them, as new partners, to reduce the value of the deal inventory, write down the assets to their real value and write off the bad debts from profits. After all, they complained, these losses were contracted before they became partners and why should they take the losses? On the other hand, said Miller senior, it wasn't fair to expect him to give his sons their profits in hard cash while he took his in merchandise and other assets of doubtful value. How, he wanted to know, could the troublesome assets be depreciated on some sort of a percentage basis that would be fair to all?

They couldn't, said the accountant. The problem was not one of depreciation; it was one of business valuation.

Dealers whose assets, inventory and accounts receivable aren't on the books at their true value are paying out too much in taxes and taking in too little in real profits—and don't really know what their business is worth. Here's how to straighten them out and keep them that way

By ARTHUR ROBERTS

Public Accountant

The simple truth was that Miller had over-valued his business. No matter whom it hurt he should write his assets down to their real worth.

This was tough medicine for Miller and his sons to take, because it meant that their business, which they had accepted as being worth so much, was actually worth a good deal less.

No Profit in False Values

But the Millers have lots of company. Too many dealers carry bad debts, depreciable equipment and inventory on their books for years at inflated values, because they do not face the facts of their worth and write them off or down as soon as a decline in value becomes evident. Some dealers avoid write-downs deliberately, in an effort to "sweeten" their net worth. They assume that the inflated figure of

worth will make it easier for them to get loans or credit. But eventually the axe falls, the differential must be written off and the water squeezed out of the net worth or surplus.

That's what Miller is up against. He can't solve his problem by depreciating his assets, because the depreciation has already taken place. The type of percentage write-off he wanted his accountant to work out must be a percentage that is written off in advance of depreciation.

Miller's problem is of great significance to other appliance and television retailers. The value of assets must be closely checked and written down as soon as they no longer measure up to the book value. Some dealers increase the book value of assets when prices are going up, but this anticipates profits—which is bad business. Assets

should never be appreciated unless the dealer is selling his business.

Failing to write-down assets loses legitimate deductions on income taxes. If the deduction is passed up in a taxable year, it can *not* be taken off the next year, because tax regulations clearly state that if a dealer neglects to allow sufficient depreciation in one year he cannot make it up the next. The same is true of bad debts; the deduction for them must be taken in the year in which they become bad, not in a later year. Generally speaking, the income tax law deals with profits and losses experienced on a taxable year, and makes no provisions for taking deductions for losses in a later year.

Inflated Values—Higher Taxes

Inflated values also mean that the dealer pays higher taxes. A dealer who carries bad debts and worthless inventory on his books as assets pays for the privilege through higher taxes and probably won't be able to retrieve the loss. Moreover, his own operating cost and profit figures at the end of the year won't give him a true picture of his business, because the costs will appear lower and the profits higher than they really are. The profits will be made only on paper—but the taxes will be paid in real money.

(Continued on page 178)



DEALER AIDS were prepared by Duquesne Light representatives. Howard Emrick, utility dealer man, shows them to Wayne Cuddy of Union Supply.

By WALTER RUDOLPH

LAST summer Duquesne Light Co. officials in Pittsburgh told a group of distributors: "All of us know the bottleneck in selling complete electric laundries for the home—the wiring cost, particularly for the electric dryer."

"We can crack that bottleneck and open the market if we get together and absorb this wiring cost for a trial period. What do you say? We'll set the customer cost for clothes dryer installation at \$20.00 during September, October and November. In addition, we'll back up both the clothes dryer and water heater installation at the special price of \$30.00!"

Distributors were enthusiastic about the plan. They said they would go along by aiding in subsidizing the installation cost.

For instance, in the case of the Danforth Co., like other distributors for Westinghouse, the \$239.95 "twin" electric dryer that goes with the Laundromat was reduced 15 percent, to \$203.95, for Laundromat owners. In a nutshell, Duquesne Light Co. paid about \$30 of the \$50 installation cost, while distributor-and-dealer underwrote \$20 for each electric dryer sold.

"It was the hottest thing we've had

around here in months," declared R. W. Heller, manager, residential sales, Duquesne Light Co., "and we have several similar campaigns in the planning stages for this year. The electric dryer market really opened up; an increase of 504 dryers, or 185 percent over the same period in 1948."

As a matter of fact, it appears that even more dryers could have been sold with ease, had not supply channels been a little skimpy during part of the campaign.

Elimination of the wiring cost was by no means the only feature of the promotion. Duquesne Light ran 162 newspaper ads during the three months in area papers in the utility's territory. All such advertising carried the complete "Automatic Electric Laundry" story.

Ten district office windows of the company featured appliances that make up the electric home laundry, with electric dryers featured in September, automatic washers and electric water heaters, in October, and dryers and ironers in November. Some 66 billboards over dealers' signatures were posted in accordance with the cooperative dealer program.

All Duquesne Light Co. promotional spot announcements over four radio stations were devoted exclusively to promotion of the "Automatic Electric



WIRING BOTTLENECK was cracked when Duquesne Light officials conceived plan to subsidize all but \$20 of installation costs. A. J. Smalley, dealer and building promotion director; R. W. Heller, manager of residential sales; and A. G. Irwin, market development chief, prepared laundry promotion prospectus.

They Opened The Electric Dryer Market

Utility-distributor-dealer cooperation in Pittsburgh put 776 electric dryers in homes during three-month promotion featuring no wiring cost

Laundry" during the campaign. Two thirds of similar announcements over the local video station were on home laundry during the promotion. Some 650 street cars operating in Pittsburgh and surrounding areas carried colorful car cards, telling the story to thousands riding the rails. And then nearly 350,000 electric service bills took a message on electric dryers right into homes during September.

What Dealers Did

Dealer aids, in addition to the phenomenal wiring subsidy, were newspaper advertising allowances, advertising mat service, display material, hand-out pamphlets, and model display homes. Dealers as a whole aimed at selling the four appliances, in a step-by-step production line, pointing out these benefits for the customer:

- 1—Electric water heater—automatic, safe, convenient and cool.
- 2—Automatic washer—work saving, time saving and easier ironing.
- 3—Electric clothes dryer—work saving, convenient and safe.
- 4—Ironing machine—time saving, work saving and convenient.

All four were displayed in most dealers' showrooms, and it was emphasized that the automatic electric home laundry requires no flues or extra pipes, minimum floor space, no

special construction, no detailed planning for customer installations, and can provide prospect follow-up lists.

The entire promotion was well-timed, inasmuch as the fall season is the start of poor outside drying weather in the Pittsburgh area. The laborious and time-consuming job of hanging out wet clothes on a line was contrasted with the convenience of the electric dryer—weather worries gone, and another step toward "Making Washday Playday" for the housewife.

To be eligible for the wiring subsidy, "approval" of all makes of electric dryers was required by Duquesne Light Co. "Approval" was given to dryers that met the necessary technical requirements, and, secondly, were actively promoted in the Pittsburgh market during the term of the activity. The makes approved varied only slightly during the entire three months, and included the following, along with their distributors:

Horton, J. E. Miller Co.; General Electric, G-E Appliances, Inc.; Hotpoint, G-E Supply Co.; Apex, Superior Distributing Co.; Hamilton, J. A. Williams Co.; Bendix, Home Appliances, Inc.; Blackstone, Pittsburgh Products Co.; Frigidaire, Frigidaire Sales Corp.; Kenmore, Sears-Roebuck; Montgomery Ward; Westinghouse, Danforth Co. *End*



FREE WIRING was the hook which caught 776 electric dryer customers during Pittsburgh's three-month campaign. Dealer Fitzsimmons of Superior Appliance

explained to prospect that wiring would cost nothing, because cost was underwritten by utility, distributors and dealers.



LIVE DEMONSTRATIONS were featured by many dealers like Fritz Fitzsimmons (left), here consulting with utility man Art Allan on best way to convince prospects that they couldn't get along without a dryer. Utility bolstered campaign with radio spots, newspaper ads, billboards, stuffers, etc.



MODEL LAUNDRY in "Beautility" home was featured as part of campaign, drew thousands of visitors. Laundry itself featured Westinghouse washer and dryer, table-top electric water heater. Only drawback to unlimited sales during fall campaign was shortage of appliances.



SCHOOL CHILDREN helped sell parents on need for complete home laundries because far-sighted industry members had seen to it that home economics classrooms boasted modern equipment, including dryers. Girls like these would be unwilling "clothes hanger-outers" at home after using this equipment at school.

Could An Electric Housewares Store Make Money ?

The Financial Statement of an Exclusively Electrical Housewares Store Might Look Like This

Total sales exclusive of sales tax	100,000.00	
Trade-ins and discounts	10,000.00	
Net Sales	90,000.00	
Cost of goods	60,000.00	
Gross profit		\$30,000.00
Other Income:		
2% cash discount on 80% of \$60,000.00 purchases, or \$48,000.00		960.00
Total net income		30,960.00
Expenses:		
Furniture & Fixture depreciation	300.00	
Machinery and tools	50.00	
Car depreciation	200.00	
Salaries:		
Bookkeeper	2,080.00	
Sales clerk	3,900.00	
Service & misc	3,120.00	
	9,100.00	9,100.00
Advertising—minimum 100.00 per mo.	1,200.00	
Bank charges	15.46	
Cleaning and porter \$5.00 per wk	260.00	
Donations	200.00	
Express and freight	100.00	
Guarantee service	100.00	
Insurance on \$10,000.00—Fire and theft 80% coverage \$38.82 per 1,000.00	310.56	
Legal & auditing \$25.00 per mo.	300.00	
Light, gas and heat	580.00	
Misc. sales commissions	100.00	
Misc. expenses 2%	200.00	
Misc. taxes: Electric sign permit		
Personal property		
Registrations		
Ventilating		
Car licenses	100.00	
Social security	91.00	
Office supplies	60.00	
Paper & twine, boxes	40.00	
Postage	30.00	
Printing and stationery	80.00	
Promotional expense		
Clubs, luncheons, etc.	260.00	
Rent	3,600.00	
Repairs, building, fixtures, etc.	60.00	
Telephone	240.00	
Towel service	24.00	
Tools and replacements	24.00	
Auto expense—\$7.00 per wk	364.00	
Inventory losses (5% of average inventory)	500.00	
Net profit		18,489.00
Charge back to operating expense a salary to the owner for his services	5,200.00	
We would show a net return of		\$7,271.00
Assuming that all of this will be taxable		1,741.00
Net profit after taxes		\$5,530.00
Giving us 37% on our investment of \$15,000.00, which is considered a good return.		

Nobody has ever run a store devoted exclusively to small appliances, says Chicago dealer John DeVale. But he thinks they could—and he's worked it all out on paper to show how sales of \$100,000 would return a profit of \$12,471

AN exclusive electric housewares retail business could possibly earn \$5,530 on an investment of \$15,000, according to John DeVale, veteran Chicago merchant.

Such a store has not been tried, he says, but, from his own experience, he believes it could be a profitable business.

"I don't believe there is any detailed accounting system which has been set up in the small appliance business," he said. "I am not an accountant, but from my experience I can give you an idea of just how you might be able to arrive at some fair basis for deciding whether a small appliance business is profitable or not."

Keeping Books on Traffic Appliances

The simplest method for accounting in profit or loss on your small appliance business would be as follows: Arrive at a cost of sales by taking your starting inventory, adding your purchases and then subtracting your present physical inventory. The net figure would then be your exact cost of sales figure, which would also account for any losses in inventory, whether due to obsolescence or other causes.

Find Gross Profit Figure

Next, take your total sales figure in small appliances only, subtract your cost of sales and arrive at a gross profit figure. It would then be necessary to consider the amount of space the department required, service expense, additional help needed, etc. You can apportion your other expenses that should be charged as operation. This will then give you an estimated, not actual, operating total.

Find Investment Figure

Subtract this total from your gross profit figure, which result will be your net profit. Now to arrive at a fair basis as to whether this phase was profitable or unprofitable, we must arrive at a figure of investment. By that I mean, if your cost of goods purchased for the year was \$60,000 and your turnover in stock was six times, why, of course, your average inventory investment would be about \$10,000. First, your turnover of stock must be considered to arrive at an average approximate inventory investment. Add this to an average amount required for accounts receivable, plus proportion of furniture and fixture cost and it should give you a fair appraisal as to the investment total. The return on this in-

vestment taken from your net profit figure gives you an approximate picture as to the success or failure of your department.

What a New Business Could Do

Dun and Bradstreet once tried to prepare a percentage of cost for each item in proportion to volume of sales, but they found it a hard problem. They did it for major appliances but not for small appliances. I am trying to get a picture of what a new man going into business could do, if he decided to sell nothing but electric housewares. It is surprising when we get the total figures together. It is my conclusion—and I am optimistic in a lot of things—that a lot of money can be made selling electric housewares exclusively. I've worked it out this way:

1. Assume total yearly sales of \$100,000 in small appliances, exclusive of any sales tax.

2. Trade-ins, discounts and obsolescence. The matter of trade-ins is not a serious problem in the small appliance field, very negligible, but let us include them and add discounts to personal accounts, employees, losses in trade-ins, selling old, remodeled and display goods. All of these will easily account for an average 10 percent deduction from gross sales figures.

Cost of Goods

3. Average cost of goods purchased. Assume a discount of 40 percent as adequate as a margin for determining our gross profit. This would bring our cost of goods up to \$60,000. Now let us assume that we can maintain a turnover of six times per year. Our approximate net monthly inventory figure would be about \$10,000. On a basis of five percent allowed for inventory losses during the year, we would have a \$500 figure in the expense column.

4. Other income. By applying our customary two percent cash discount on 80 percent of total purchases of \$60,000 or \$48,000, we would earn an additional income of \$960 per year.

5. Fixtures. A minimum of \$1,500 would be required for fixtures, interiors, etc. which should be depreciated over a period of five years, or an expense item of \$300 per year.

6. Machinery and tools. Approximately \$200 would be sufficient for these items, also depreciated over a period of five years or \$50 per year.

7. Rental. The rental for space (Continued at bottom of page 106)



PHYSICAL EVIDENCE that it pays any retailer to use the merchandising assistance of utilities, distributors and manufacturers is the store of Mehagian's, Phoenix.

IT PAYS TO USE HELP

Utility, distributor and manufacturer cooperation means more to Mehagian's, Phoenix, than advertising and newspaper campaigns. They tie-in with prospect-hunting, home service, store demos and incentive campaigns to set new sales records

By CLOTILDE G. TAYLOR

A LOT of free assistance is being offered dealers the country over by utilities, manufacturers and distributors. Those who are offering this help make the statement that less than half the dealers make any real use of the programs and promotions. "If we could only get as many as 40 percent of our dealers to use our help!" is a plaint frequently heard.

On the other side of the picture are the many live firms who recognize the value of the aids offered and who take the necessary steps to put these tools to work, with resulting benefits to themselves and their salesmen. Russ Morrissey, sales manager of the electrical department of Mehagian's, Phoenix, Ariz., is representative of this group. He not only accepts help—he uses it.

The Power Company Offers Help

The Central Arizona Light & Power Co., for instance, has a comprehensive program of dealer support which they

put into effect last year under the title "Back Into Action". They have 16 customer contact men constantly in the field calling on housewives to tell the electrical story. They learn what appliances are in the home and tell the story of new equipment not yet owned. If the housewife is interested, they write her name on a Reddy Kilowatt prospect card and send it in to the dealer of her choice. During the first five months the plan was in effect, 10,000 prospect names were sent to dealers for follow-up.

A series of promotions is constantly going on, with sales helps of various kinds available for dealer use. During 1950, some 12 of these utility-sponsored promotions will cover every major appliance. These are advertised in newspapers, over the radio and direct by mail, as well as by field calls. General meetings are held to acquaint dealers with plans and to provide them with ammunition for selling. Where
(Continued on next page)

THIS IS THE HELP OFFERED DEALERS IN PHOENIX, ARIZONA:

The Central Arizona Light & Power Co.—

- 1) has 16 men and nine home service girls in the field developing prospects for dealers;
- 2) sponsors 12 major promotions a year;
- 3) advertises extensively in all media to back its promotions;
- 4) offers window and store display material to dealers for tie-ins;
- 5) provides free assistance of home service girls for store and home demonstrations;
- 6) conducts cooking schools, laundry and freezer demonstrations in utility auditorium;
- 7) holds classes and promotional sessions for dealer salesmen;
- 8) collects and disseminates monthly sales information.

Manufacturers and distributors—

- 1) advertise and share expense of tie-in ads;
- 2) offer store demonstrations;
- 3) provide inducements for salesmen;
- 4) give product training to salesmen;
- 5) advise on store and field management and operation.

This is how Mehagian's uses that help—

- 1) follows up on utility-provided prospects promptly and reports results;
- 2) ties in with promotions;
- 3) uses display materials offered;
- 4) uses home service girls both in store and in homes;
- 5) advertises in newspapers, on radio, by direct mail;
- 6) encourages salesmen to take or send prospects to utility cooking schools, demonstrations, etc.;
- 7) entire sales force attends training classes and promotional gatherings;
- 8) regularly sends in sales reports and checks its own figures against other firms' to better competitive position;
- 9) ties in with distributor and manufacturer advertising;
- 10) uses manufacturer-distributor demonstrations and gets a crowd to see them;
- 11) develops prospects so that salesmen can take advantage of bonus inducements offered by wholesalers and makers;
- 12) takes advantage of product training opportunities;
- 13) uses manufacturer-distributor counselling services.



UTILITY SALES PROMOTION is explained to Mehagian sales manager Russ Morrissey (fourth from left) and part of his staff by a power company representative, Bob Libbey, so store can tie-in to make the most of it.

Mehagian's Uses The Utility's Help

IT PAYS TO

appropriate, public cooking schools, freezer demonstrations or laundry clinics are held in the utility's auditorium to which dealers may invite prospects. Home service girls are available without charge for demonstrations and cooking schools in the dealer's store, as well as for follow-up in the home after the sale of a major appliance. Dealers are asked to return the filled-out prospect card when the sale is completed, and to furnish monthly reports of total sales. These are tabulated and returned in an analysis of the market which enables the dealer to see where he stands in comparison to others.

How Mehagian's Uses It

Morrissey makes good use of this help. He and his men attend the group meetings. Promotions are featured in store displays and store windows. Tie-in ads make the most of the mass attention directed toward the appliance being featured. Store demonstrations make use of home service help—and when this is done, a special effort is made to bring in the prospects who can get the most from the story told—through general invitations, personal letters and phone calls. Usually there is some prize offered. Salesmen actually use the prospect cards furnished, following them up promptly while the matter is still fresh and before the housewife has a chance to make her purchase elsewhere. And when they complete a sale, they fill out the card and send it back. They know that in this way they will be in a preferred position to be given other prospects as they become available.

The result has been a constant supply of prospects for the salesmen and of sales for the store. With the backing of store and utility advertising, of store demonstrations and special promotions, a very high proportion of the sales have actually been closed.

When a Distributor Offers a Bonus

Not long ago the Arizona Wholesale Supply Co. together with the General Electric Co. offered a bonus of \$3 to salesmen for every free home trial of a G-E portable dishwasher, plus \$2 additional for a call-back made during the first three days, with \$2.50 extra when the sale is completed. The \$7.50 addition to the regular commission was greatly appreciated by salesmen, but only where a special effort was made by the dealer to interest his customers sufficiently so that they were willing to try out a dishwasher was it possible to roll up an impressive total of home trials.

Mehagian's Supplements the Promotion

Mehagian's made this promotion their own. They displayed the dishwashers prominently in the store and made a special effort to get housewives to accept the equipment on free trial in their homes. A spot announcement on two audience-participation type programs over local station KOY proved particularly effective in producing results. Both MC's were them-



STORE DEMONSTRATIONS by the utility's home service girls are helpful in convincing doubtful prospects, to develop new ones and to insure the satisfaction of new appliance owners. Girls also demonstrate in the home.

PROMPT FOLLOWUP is made by a Mehagian's salesman as soon as the prospect's name has been received from the utility, thus making sure he catches her while she is still interested and before she can buy from another dealer.



PROSPECT DEVELOPMENT is the purpose of field calls like this one by Jack Blanton, one of 16 field representatives of Calapco. He finds out her needs and wants, then turns her prospect card over to a dealer—in this case, Mehagian's.

REPORTS OF COMPLETED SALES are made promptly to the utility's dealer sales coordinator, Bob Libbey, who looks over prospect card completely. Prompt action by dealer encourages utility men to provide more prospect names.



USE HELP (Continued)

selves given free home trials of the equipment—and they told of its merits from their own experience in the humorous fashion which is so popular with audiences of this type. Nine dishwashers were sold as a result of the first day's program. Six or seven phone calls came while the program was in progress. When radio listeners were offered a "surprise gift" if they would send in name and address, together with information as to the number of years married, 400 cards were received. The gift was a little advertising chart in the form of a wheel showing how many dishes had been washed per year of married life. There was some fear that recipients would regard this as a hoax, but on the contrary, many wrote in thank-you letters to confirm or add to the estimate. Salesmen were thus provided with plenty of ammunition and plenty of targets in the form of interested prospects to shoot at. They won an outstanding number of the bonuses offered and the store made a correspondingly large number of sales.

The Distributor Offers a Demonstration

"Workless Washday" was a free store demonstration of Bendix laundry equipment offered by the Electric Equipment Co. of Arizona to its dealers. The representative of the distributor called upon all firms handling Bendix washers, ironers or dryers in that area, explaining the offer and helping set it up if accepted. Advertising material, factory prepared, was provided for use by the dealer, expense to be shared by the distributor. He also outlined other means of attracting attention to the meetings and set up a schedule of dates and times. Cost of props was also shared. Dorothy M. Knutsen, home service director, then took over. The programs were staggered throughout the day at about four-hour intervals and were continued from one to three days, depending upon the size of the community. Mehagian's was one of fourteen dealers who took advantage of the promotion.

Mehagian's Does Its Part

Morrissey not only ran the advertising announcing the event, but sent out special invitations to all prospects and recent purchasers of laundry equipment. A small gift in the form of a potholder was promised to all who attended and announcement of a door prize helped to bring a crowd. Telephone and radio spot announcements were used. In order to stimulate interest, he had asked that his demonstration be placed last on the schedule, so that many of the prospects would have heard of the opportunity to attend such a program and would be ripe to accept the invitation.

And Cashes In

About 180 housewives attended the demonstrations. Care was taken to stagger the invitations so that attendance was divided fairly evenly among the nine programs offered.
(Continued on page 86)

Mehagian's Uses Distributor, Manufacturer Help

RADIO ANNOUNCERS George Graham and Howard Black, MC's for Mehagian's "Luncheon in Phoenix" program, not only boosted portable dishwashers but also took them on free trial and reported results to their audience. Result: nine sales.



FEATURED STORE DISPLAY was given the portable washers by Mehagian's during the duration of the offer. Salesmen took advantage of the display to demonstrate and convince prospects that they ought to have a free home trial.



SALESMEN followed up promptly on free trials to make sure appliances were giving satisfaction and to close the order. Salesmen also got names of neighbors to contact. Store participation boosted sales and salesmen's incomes.

Mehagian's Uses Distributor Demonstrations

STORE DEMONSTRATIONS of "workless washdays," offered by the Electrical Equipment Co., Bendix distributor, were used by Mehagian's, which took pains to provide adequate space and facilities for the handling of many groups of women.



HE TRAINS HIS OWN SALESMEN

Dealer C. C. Musburger of Billings, Mont., prefers inexperienced men he can teach to do things his way. After training them, he keeps them alert with daily skull sessions, keeps them happy with liberal salaries plus commissions, and keeps them selling with competitive incentive plans

By CHARLES H. WILSON

"A PROVING ground for sales theories," is what C. C. Musburger calls The Appliance Mart at 116 North 27th Street, in Billings, Montana, for it is here that he has been using the theories and sales tactics he learned as a sales crew manager for the Hoover Co.

After opening his shop in the fall of 1945, "Cec" Musburger was hounded by scarcities. He used this time to select and train his salesmen. Many candidates were processed but only four, all without previous experience, were finally selected.

Carl Rogeness, a former meat cutter, came to Musburger when doctors

advised him to get away from heavy lifting. Being young (Cec says they should be between the ages of 21 and 30) and presentable, Carl also brought a clientele of friends from his butcher shop experience. He was willing to apply himself and his volume reached \$51,000 in 1948. He tied with Al Guidice, an Army veteran, at \$46,000 for 1949.

Two Recent Trainees

Two more men make up the four man crew and are recent trainees. Oliver Dickey, who averaged better than \$2000 per month for the last five months of 1949, hired out in August

of that year. Jerry Haider, the new man at the shop, was able to bring in \$4,000 in his third month.

The men are paid on a salary plus commission basis. Cec believes a man should average not less than \$350 per month and he doesn't discourage higher earnings in any way. For the first two years a man receives a basic salary of \$90 a month. To this are added his commissions: five percent of the first \$1,000 each month, plus one percentage point more for each additional \$500 until a total of \$3,000 has been attained, then 10 percent of all above \$3,000.

Cec considers a man a trainee until

he has worked for two years. After that the guarantee is upped to \$250, with commissions as above. This raise in guarantee is given as a further inducement to offset the offers well-trained men constantly receive from competing firms.

Five-Point Training

In order to cut the training time for a new man to a minimum Cec has planned a five-step sales course:

1. Favorable approach.
2. Arouse interest.
3. Interesting story.
4. Create desire.
5. Close.



PERSONAL CONTACT with prospective salesmen brought Cec Musburger (left) his staff of four. Freshman salesman Jerry Haider came in and applied for a job.



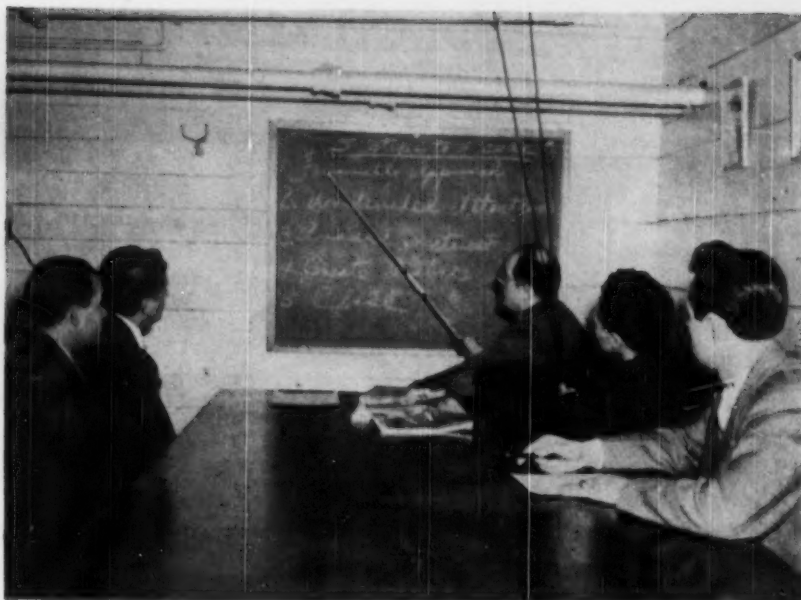
OUTSIDE SELLING is an important part of the Musburger operation. The boss makes a pitch to a housewife while trainee Haider learns by observation.



POST-SALE DEMONSTRATIONS in the home give Haider experience in talking to customers. He learns how to answer questions before he does actual selling.



TRAINING under the Musburger system involves a lot of personal supervision. Here Musburger gives instruction.



MORNING SESSIONS find Haider (left) sitting in with experienced men as Musburger (with pointer) reiterates his five steps to successful selling.

This sales course never ends, however, as Cec has the men meet regularly every workday morning. Here they hear and see demonstration of a pre-planned lecture. This includes all new material and sales helps from manufacturers and jobbers. These lectures are prepared in advance and often, at the request of the men, a lecture is repeated. For this reason each lecture is kept on file.

Brother Judges

These staff conferences usually end with a short period of review, during which the men give their own sales demonstrations while the others act as

judges. Or time may be taken up in helping a brother salesman iron out some difficulty of his own.

Incentives to Sell

Cec is a firm believer in enthusiasm as a salesman's prime requisite. Inventive plans are many. Weekly competition between the two teams of two men each are usually settled when the losing team buys the steaks or show tickets for the winners. Another incentive, longer range, is the pair of loving cups. One, engraved with the salesman's name and volume for the year, is awarded on a point basis to the man who, besides building a good

volume, has shown himself a cooperative worker during the year. This he takes home at year's end. The larger cup is engraved with the year's top salesman's name and volume. This cup, which remains on public display at the shop, is a permanent record of each year's best man.

National contests promoted by manufacturers find ready contestants among the four men at The Mart. Carl Rogeness is proud of the Bendix home ironer he received in a Bendix contest. Al Guidice, as top salesman in the territory for Monarch ranges, has just returned from a visit to the Monarch factory.

Nor does Cec leave it all up to the men. He makes novel use of his newspaper advertising to aid them further. Where most ads feature only the product, Cec uses personalities as well. Keeping constantly within his advertising budget of three percent of the previous month's gross, Musburger features a picture of one of his salesmen introducing a major appliance and talking about it. Often ads are run with only pictures of the four salesmen. A list of major appliances might be included in the short sketches about each man. These are run in Sunday papers and, to quote Carl Rogeness,

(Continued on page 104)



TOP SALESMAN Carl Rogeness (\$46,000 in 1949) demonstrates Bendix ironer at one of training sessions, attempts to sell the product to "customer" Haider (right).



CONTINUAL HELP for salesmen is provided by owner Musburger. Here he keeps members of a family occupied while a salesman attempts to close with the husband.



NEW LOCATION of 31-year-old Volkenant's on Broadway, a Minneapolis main street, has increased store traffic tremendously, eliminated necessity for much outside selling. Note funnel front of store.

They Stopped

By
**TOM F.
BLACKBURN**

IT IS possible that the broad thumb of Ray Volkenant has pressed the doorbell of every home in Minneapolis since he opened his modest store in 1919.

But after 31 years' experience with promotions he has cut out the doorbell ringing and today relies on these factors to bring prospects into his store:

1. Small premiums, such as free ice cream, drinks, pinwheels, kitchen scoops, cooking utensils.

2. Demonstrations.

3. Newspaper advertising exclusively to carry the offers.

4. Location.

To Ray Volkenant, the appliance business has settled down to something that is not spectacular, something that is a staple, and something that must be embroidered with outside interest. For example, a free kitchen scoop is nothing particularly exciting, but it will bring many people to the door. On

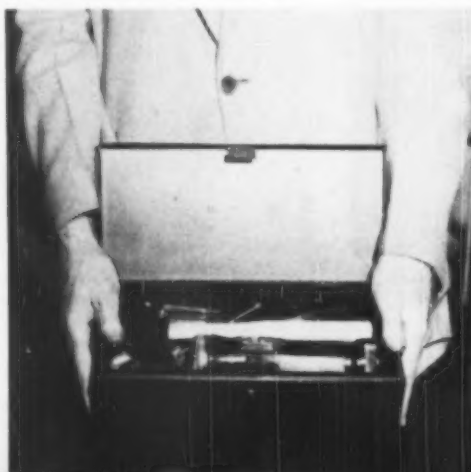
the other hand, he turns down promotions that have a lot of flash and fire, largely because they are costly and the business they get comes at the dealer's expense.

Advertising in newspapers has replaced the doorbell ringer in the store's policy. The firm usually rewrites all its advertising to give it a local flavor. Advertising pulls a great deal better since the store has been moved over to Broadway, into a shopping center.

After 31 years in Minneapolis, Volkenant's know how to get customers without cold canvassing. Their methods boil down to free premiums, demonstrations, newspaper advertising and the right location — but the way they're used is important

VOLKENANT SALESMEN CALL BACK ON CUSTOMERS

EVERY SALESMAN carries this small kit of tools when he calls back on appliance purchasers.



IF NOBODY is home, the salesman hangs this sign on the knob so the housewife will know he called.





RAY VOLKENANT may have rung nearly every doorbell in Minneapolis, but today uses tested, inexpensive promotions.



SEWING MACHINES are prominently featured in front of store, one illustration of store's policy to concentrate on staple, high margin items, not put too much emphasis on one or two new products.

Ringling Doorbells

The minute the boys left Mitchell Street they noticed the difference, and figured that in a shopping district there is a great deal more traffic from housewives buying groceries, who take a look in on some offer that Volkenant's has made.

While the salesmen in the store work on salary plus commission, the commission varies. Men get 17 percent on cleaners and they have to go out and demonstrate them. They get

eight percent on refrigerators, but only four percent on television. Reason: the company does not think that television is profitable and wishes to discourage too much emphasis on it by salesmen.

On inside promotion deals, the firm has found that a game peps up the salesmen quite as much as anything else. One of the most successful consisted of different allotments of groceries which the day's best man gets

a chance at. High prize was a case of beer. Despite the fact that the salesmen could easily afford to buy these things out of their pockets, nevertheless the punchboard flavor kept up a keen rivalry.

In approximately 50 percent of Volkenant's refrigerator sales there is a trade-in involved. The store hopes to make 10 percent on its trades. To estimate what can be allowed, the experts figure transportation cost, serv-

ice cost, sales commission, plus the profit for the store. The old box is sold with a 30-day exchange warranty. Any time during this period, the owner can exchange it for a new refrigerator with all that is paid going on the new box, without any charge for transportation.

Incidentally, the service men of the firm, not the salesmen, estimate what can be allowed for trade-ins. The

(Continued on page 106)

AFTER CHECKING new purchase, salesman opens tool kit, lubricates washer, does other odd jobs for housewife.



SO purchaser will know where to go for service, he tacks up a card near the appliance.



TO COLLECT his \$1 fee for making the call, the housewife must sign his card. On back he lists appliances she has.



THIS IS WHAT ASHLEY OFFERS KITCHEN CUSTOMERS



A TAILORED JOB. By comparing blueprints of her new home with his working drawings for her kitchen, Harold Ashley explains to a Jacksonville housewife how kitchen is tailored to fit the house. Technique emphasizes importance of architecture in kitchen design. Ashley consulted the architect of the house before drawing up his plans.



SCALE MODELS. The housewife is shown exactly how her new kitchen will look and how the placement of cabinets and arrangement of work space will save time and steps.



LAST MINUTE CHANGES. From I. V. Wingate, sales manager of the company, the prospect learns that she may substitute cabinets of greater depth or width in her kitchen without altering the main plan.

By A. B. WINDHAM

ARCHITECTURE IN

A \$25,000 per year volume in all-electric kitchen sales is a respectable mark for any dealer to shoot at. Harold Ashley, youthful appliance dealer of Jacksonville, Fla., rings up this amount by specializing in the sale of individually designed kitchens to fit the buyer's needs and desires.

"Architecture in the kitchen is just as important as architecture in a house," says Mr. Ashley. "Our plan of selling is to fit the kitchen to the customer's house, just as a tailor fits

a suit of clothes. To do this, we start from the measuring stage, and in the process utilize almost everything from the drawing board and photographs to miniature models and recommendations for new wiring, if needed. There are two fields for kitchen customers—the new business field and the remodeling field. We work in both of them."

In the new construction field, Mr. Ashley's kitchen architectural plan begins with the house architect. He has several tie-ups with such draftsmen in the Jacksonville area and if

the architect is cooperative, Ashley obtains the house blueprint as a start on his selling plan. From here, he works in two ways. Either he submits his working drawings for a complete kitchen to the house buyer, without first contacting him, or he obtains that individual's permission to submit them before drawing them up. The first method is used if, after conference with the architect, the dealer believes the home buyer will be receptive to them. The second method is used in case of competition or doubt.

In any event, Ashley is his own personal kitchen architect. He starts at the drawing board himself and, using a Hotpoint Visual Design sheet, he draws up a complete working drawing of a kitchen to exact scale. These drawings are so accurately done that plumbers or electricians may follow them for installation work. In addition to the working drawing, Ashley also does a perspective drawing of the kitchen as it will look when installed. Included in the plans to be submitted to the home builder are complete



PHOTOGRAPHIC EVIDENCE. Pictures of all types of kitchen equipment installed in the Jacksonville area are convincing evidence to the customer that her own kitchen is in the hands of an expert kitchen architect.



EQUIPMENT DEMONSTRATION. Ashley takes pains to show the customer how the new equipment in new kitchen operates, how it should be cleaned and maintained, and how to use it for best results.



IMPROVEMENTS BY REMODELING. Wingate tells a customer that an electric range is all she needs to add for a complete electric kitchen. Blueprint points up spacing arrangement.



ASSURANCE OF SERVICE. Buyers know that expert workmen are ready at all times to provide them with quick and efficient service should the equipment in their kitchens require it.



SATISFACTION. Two happy women discuss working drawings of their kitchens, one remodeled and one new. Ashley credits 90 percent of his business to satisfaction of customers.

THE KITCHEN

Harold Ashley & Co., Jacksonville, creates new and remodeled kitchens in an atmosphere of architectural dignity and prestige. Result: kitchen sales that have reached \$25,000 a year

estimates of the cost of each piece of kitchen equipment shown in the drawing. The plans are then ready for submission to the customer.

The Harold Ashley Co. offers the complete kitchen as a package deal, if the customer so desires it. It has working agreements with plumbers and electricians of its own choice, and can submit the plan on a basis of total cost for installation and equipment. But, as Ashley points out, if the customer desires to contact his own plumbers or electricians, the firm will make every

effort to work with them in building the kitchen.

Whichever course is elected, after installation is completed, the dealer assumes the responsibility of demonstrating and assurance that the buyer can satisfactorily use and operate his appliances.

In the remodeling field, Mr. Ashley first determines the customer's needs and desires, then executes drawings—both scale and perspective—of the remodeled kitchen as it will appear when finished. This necessitates ac-

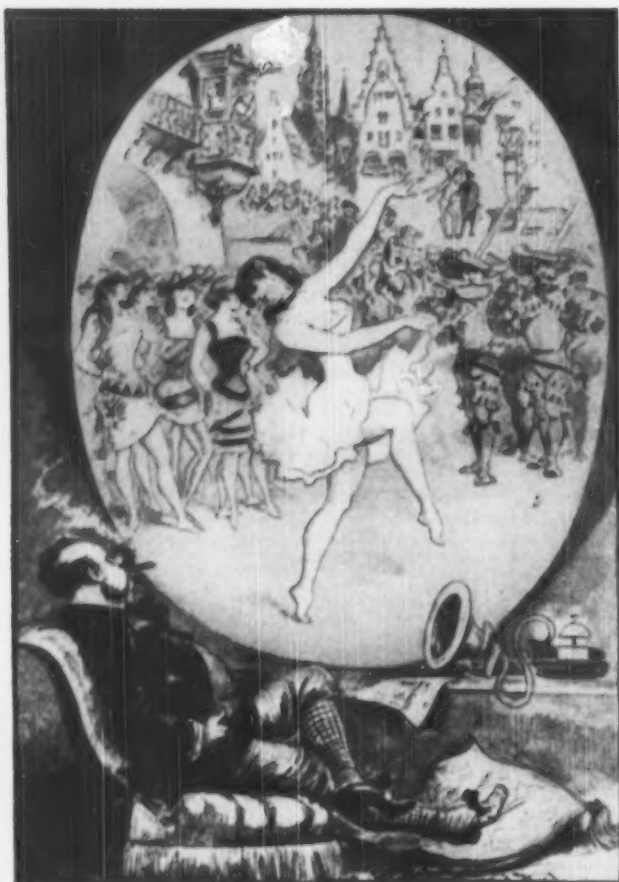
curate measuring which is, of course, done before the drawing begins.

Photographs play a big part in the Ashley plan of kitchen architecture. From a batch of pictures which the dealer has on hand the customer may see at a glance just how certain cabinets and pieces of equipment will fit into or look in a given area. Miniature scale model kitchens also are utilized and Ashley salesmen follow the practice of arranging small scale models in these areas, then photographing the arrangement so that the

buyer may have a picture of her own future kitchen. As in the case of new homes, estimates are furnished along with the drawings.

"We work on the idea of selling the complete kitchen," says Ashley. "But a complete kitchen doesn't necessarily mean one containing every imaginable item which can be crammed into it. It does mean one which is complete in every basic piece of equipment needed for cooking, refrigeration or storage of food supplies.

(Continued on page 180)



HOME ENTERTAINMENT was, of course, one obvious use of TV to Robida, even in 1893 when he pictured a portly gentleman watching the ballet.

VISIONS of VIDEO

Way back in 1883 a French cartoonist named Albert Robida predicted TV in our century and, judging from his work, he knew just how we'd use it



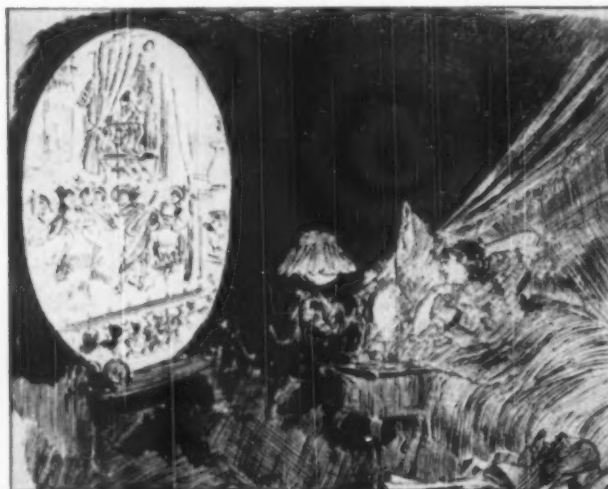
EVEN TUNING TROUBLES were foreseen by the Frenchman when he captioned this, "And now the report of the Ministry of—Oops, wrong channel."



EDUCATION by video would be one sure way to keep attractive young girls at home and their minds on their work, Robida predicted.



COMMERCIALS must have been unknown to Robida, but he predicted them just the same—although he doubtless never guessed just how far they could go.



CULTURE, said Robida like a true Frenchman, would be brought right into the bedroom, and he pictured a lady watching opera to prove it.

Schoenfeld Collection, from Three Lions

TV BOOSTERS BLOOM IN FRINGE AREA

Rockford, Ill., 90 miles from Chicago, is only one of many cities far from TV broadcasting stations which are getting reception because of the industry of dealers who are making good business out of masts and boosters



ONLY WAY people of Rockford, Ill., like many other cities far from transmitters, can get television reception is with towers 30- to 50-feet high. About 1,000 homes in Rockford have them.

ROCKFORD, ILL., is a tough place to get television reception. The town (pop. 84,637) is not only 90 miles away from Chicago, the nearest major broadcasting center, but also nestles in a valley.

But on the roofs of about 1,000 Rockford homes are 30- to 50-foot high antennas, many of them the work of the Hedrick Electric Co., 201 South Seventh St., which make it possible for that many families to enjoy video.

Veril C. Hedrick, once described by Chicago distributor Harry Alter as "a radio man's radio man," is the first to admit that even with the artificial aid of towers and boosters, signals are not always perfect.

"Our standard practice," he says, "is to bill the man \$150 for a tower, \$50 for a booster, and then talk television to him. Furthermore, we do not guarantee anything. It so happens that when there is heat arising from Rockford, and cold air above, the television signals come sneaking in between the two layers and we get excellent reception. But in winter, when snow is on the ground and no warm air is arising, we are often out of luck. However, the thinking of our yeomanry is such that if they get one good ball game a week, they are perfectly happy with a TV set."

This illustration is used because the experts claim that a booster is good only up to 60 miles from the broadcasting station.

Rockford is satisfied at 90 miles, with virtually every set being booster powered.

Since television manufacturers and

distributors have had their hands full in the cities close to the broadcasting stations, little attention has been paid to the far suburbs. Even RCA-Victor once drew a line along the DesPlaines River west of Chicago and refused to make installations west of that stream, thereby permitting the suburban television companies to grow up and flourish.

In essence, the booster is a radio set that picks up the incoming signal and amplifies it by radio tubes. There are one-stage, two-stage and even three-stage amplifiers on the market. Some are built around a grounded grid triode and others use pentodes, with increased gains in signal strength, but unhappily also with an increase in the amount of noise, which shows up as snow on the screen, according to Ray Peterson, Admiral engineer.

It Works Away Out in Iowa

Some uncanny results have been achieved by use of the booster. Walter J. English of Sanborn, Iowa, who calls his firm the Rural TV Service Co., is picking up reception 165 miles from Des Moines, 125 miles from Omaha, and seems to be satisfying his customers. A pickup is being made across Lake Michigan at Harbor Springs, Mich., which gets four channels from Chicago successfully. A 90-ft. mast in Brookfield, Mo., picks up St. Louis four days out of the week, and a dealer in Decatur, Ill., is selling television sets which get St. Louis with one booster for residential installations and two boosters for business locations.

(Continued on page 179)



EVERY TV SET sold by Veril Hedrick is accompanied by a booster (\$50) and a tower (\$150). Hedrick's policy: sell the tower and booster first, then talk sets.

How to Sell THE SOUTHERN FARMER



The Farmer Wants Sympathetic Interest . . .

in his problems. J. C. Roberts, an appliance dealer in Decatur County, Georgia, makes calls in a jeep, sometimes doesn't mention appliances at all.



HE WANTS REGULAR CALLS by home economists and appliance salesmen who demonstrate equipment such as this new home freezer. Such calls can be as profitable as regular canvassing in urban areas.

THE southern farmer is not a foolish spender. Lean years have tried him; he has hauled his products to market when they scarcely fetched enough to pay him for his efforts; he has looked on as dust and floods swept his chance of income away; he has learned the lesson of thrifty buying the hard way.

Three groups have conducted studies in the past 12 months which, when analyzed, show clearly how the southern farmer may be sold his quota of electrical appliances. These groups are *The Progressive Farmer*, one of the South's leading agricultural magazines, which for years has analyzed the southern farm market; the utilities, public and private, which have delved into the buying habits of the farmer and come up with some revealing conclusions; and lastly, the retail dealers in the southern rural areas, who learn new experiences in the appliance selling field every day.

According to *The Progressive Farmer's* analysis, the southern farmer has more money today than he ever had—but it isn't going to be spent for sport jackets and spats. Most of it will be funneled back into his farm for new equipment—equipment which

will make his work and his wife's work easier—and for the things which will make his farm home a more pleasant and convenient place to live in. That means the purchase of electrical equipment, *The Progressive Farmer* concludes. According to the magazine's estimates, in 1949 southern farmers' income reached somewhere in the neighborhood of eight billion dollars. In addition they have a six billion dollar reserve in the form of demand and time deposits in country banks and farm-owned savings bonds. They have more money to spend than do city dwellers, even though their cash income is less. The magazine estimates that farmers in 14 southern states will spend something over \$864,000,000, during the period of 1949-1954, for electrical equipment, appliances and plumbing.

Purchase Patterns Studied

During the past year, southern utilities—both public and private—made many studies of the farmer's purchase patterns. In the 14 states of the South these purchase patterns, during the first 12 months after the farmer receives electric current, reveal some hard facts worthy of study by elec-

Studies by three different groups reveal that a high income and expanding electrification make him a potential A-No. 1 customer for appliances—but it takes a special technique to sell him. Here are 10 ways to apply it effectively



HE WANTS NAME BRAND MERCHANDISE. Southern farmers buy equipment to last as long as possible. These farm women want names they know and trust.



HE WANTS DEPENDABLE SERVICE and repairs, a strong selling factor with dealers like W. L. Owens of Greenville, Ala., who talks over repairs on a toaster.

trical appliance dealers. The following pertinent facts stand out:

1. Nine out of ten will buy radios.
2. Three of the ten will buy refrigerators.
3. Half of the ten will buy washers.
4. At least five will buy electric housewares.
5. The farmer is not likely to be influenced by high pressure selling.
6. He doesn't have time to stop his work and hold a conversation with a salesman who calls on him during working hours.
7. He likes a personal relationship and wants to have confidence in the man who sells him something.
8. He prefers to deal with somebody who understands his problems.
9. He usually doesn't have to be sold because he knows what he wants to buy.
10. He is, by nature, hungry for new and improved methods.

The conclusions reached by the utilities, therefore, establish the fact that the desire for appliances is evident but that a special technique of selling is desirable. They clearly point the way for the dealer to get his share of farm business in the next four or five years.

The third factor in selling the

southern farmer is provided by an examination of the methods used by successful dealers in the rural areas. An intensive study of these ways of merchandising, made during the past 12 months, reveals these ten outstanding methods for selling the farmer:

From Canvassing to Sympathy

1. Active farm canvassing. Regular calls on regular routes into the outlying areas can be as productive as regular calls in the urban sections. Some dealers have added "farm" salesmen who work exclusively in the country.
2. The right kind of advertising. To be most highly effective, advertising designed to reach and move the rural customer should be via the media which reaches the most farm families at the right season (such as harvest time). Radio, with its hillbilly music, news and agricultural programs, has proved a heavy profit advertising medium for dealers who use it wisely.
3. A tie-in with REA activities. Loans of equipment for REA shows, close friendship and consultation with REA officials, and selling on new REA lines has increased sales for many dealers in smaller cities.
4. The close follow-up of new power

line extensions. Every new customer for electric power is, of course, a new customer for electrical appliances. A glance at the farmers' purchase patterns listed earlier in this article reveals at once just how good a potential customer the new electricity user can be. Utilities today, interested in building greater power loads, offer the retail dealer almost unlimited advice and assistance in selling these new customers.

Extension Workers Help

5. Close contact with home and county demonstration agents, rural schools and club groups. Extension workers and agents are continually holding schools for instruction in cooking, lighting, washing and other forms of electrical living, creating a desire and a market for electrical appliances. Few workers in any field are closer to the farmer and the farm home than these home and farm agents. Many dealers make a regular practice of lending electrical equipment to high schools and to demonstration workers for their talks.
6. Maintenance of service and repair work which the farmer can depend on and which is easily accessible to him.

Good service work is a factor in future selling to the rural areas as well as to the city areas.

7. Handling of useful side-lines which saves the farmer trouble in shopping around. To carry out this idea, some dealers find it necessary to stock almost everything from clothes pins to bee and poultry supplies, but it pays off by leading to sales of major appliances and farm machinery.

8. The offer of name brand merchandise—because the farmer can't be fooled with cheap or inferior stuff. He buys equipment to last as long as possible. Rural dealers know he can be sold on an inferior piece of equipment—once. That's all, brother—never again. Besides, the farmer pretty well knows all about what's what these days. The magazines he reads, the radio, the movies and the more frequent visits with his neighbors take care of that.

9. By convincing the farmer that efficient equipment will increase his production output. The facts are patent. The producer of the 300-egg hen, the ton-litter sow and the 10,000-pounds-of-milk-per-year cow uses only the best equipment to provide the best

(Continued at bottom of page 108)



APPLIANCE DEALERS are finding that lighting fixtures, which hang from the ceiling or are mounted on special display panels, take up little room, involve no service, return good profit margins.

EASY INSTALLATION HELPS SALES



ANY WOMAN who can climb a ladder can install fixtures. All she needs (after turning off power at meter) are pliers to strip wires, some wire nuts, and ambition.



MATCHING black wires to black and white to white, the housewife merely holds the wire ends together, twists on a wire nut. No solder or tape is needed.



LAST PART of installation is to fasten fixture itself to hanger with screws or decorative nuts. Over-the-counter sales market is estimated at \$55-million.

Sell Lighting Fixtures Over the Counter

Lighting fixtures are taking a place beside plug-in appliances as over-the-counter items. Wire connectors make it easy for anyone to install them and they have advantages for the dealer, too.

THOSE canny merchandisers, the chain stores, have sensed that the lighting fixture is something that any householder can install. Last year they were reported to have done a retail business of between \$15 and \$20 million on these attractive items.

Once upon a time the installation of a lighting fixture was a project. After the electric wires were twisted together they had to be soldered, and wrapped with rubber and friction tape. Such a job was considered a task for an electrician.

Today, thanks to wire connectors, any woman who can climb a stepladder can install her own fixtures.

Wire connectors are devices which are easy to apply, and hold wires in a grip that satisfies even the Underwriters' Laboratories. Simply strip wires, hold together (don't twist), screw on a nut and the job is done. It is as simple as that, and if Mrs. Rumblebumble is steady enough to run up a ladder, she can put up fixtures under her own power. Her husband can do the job even easier.

Therefore, it is obvious that the success that the mail order houses have achieved is going to be duplicated in a multitude of appliance stores in the near future.

Fixtures have many advantages:

1. They take up no display space (majority of fixtures hang from ceiling or wall).
2. They enjoy a style advantage.
3. They sell through appearance, so no elaborate sales training is required.
4. Customers carry them home.
5. There is no service angle.
6. Profit margins are good.

While no up-to-the minute data on sales is available, according to the 1947 Census of Manufacturers published by the U. S. Department of Commerce, the lighting fixture sales (at manufacturers' selling price) were:

Ceiling or pendant	\$20,804,000
Interior wall or bracket	8,111,000
Other residential types—outdoor, porch, etc.	4,847,000
Fluorescent	15,606,000
Total	\$49,368,000

At 50 percent markup, this makes a retail volume in the neighborhood of \$100 million a year.

Present methods of selling usually consist in sending the prospect to a lighting wholesaler. There the cus-

tomers buy and a kickback is given to the contractor who installs them. Sometimes prospects are told they are buying at wholesale.

To make a guess at how many fixtures are installed by electrical contractors, you can run this hypothesis. According to most authorities, it is expected that 1,000,000 dwelling units will be built in 1950. Assuming that the lighting fixtures used in new dwellings will cost \$50 (and this is high because in the average five room house or small apartment it can't possibly run more than \$30) this means that about \$45 million worth of new fixtures will be installed in new construction.

Business Bigger Than You Think

This leaves a balance of \$55 million as a market for lighting fixture dealers who sell over the counter to people who install them themselves.

Today, not one dealer in ten carries lighting fixtures in his store, despite the fact that they are hung from the ceiling and do not take up any valuable space.

The idea that customers can buy a fixture, take it home and install it themselves just hasn't percolated. Too many dealers are still thinking that fixtures are contractor propositions.

Already coming into the picture are sample merchandising selections which give a dealer a choice of some best sellers. One manufacturer has 66 fixtures selling as a group which cost the dealer around \$178. He can sell these for \$274.11. Or he can get a wall panel display of 40 fixtures.

Cost of keeping them lighted is low, not more than 1,000 watts of lights being required. Small 15-watt bulbs, of course, are used.

The essence of what makes a fixture sell is style. Artists are continuously working out new designs, and lining them up with public taste. In a way picking winners is like picking best sellers among songs, but they frequently click, and attractively styled lighting fixtures have as much of an impulse appeal as any other type of appliance kept in a store.

In many stores a lighting fixture department is run like an island. The idea which makes it work lies in keeping a selection of fixtures on hand, because it is a known fact that the customer must have a choice before he will buy. Keeping the display clean, lighted and with literature and price

(Continued on page 108)

You're horrified to see that the newspaper has made a mistake and your ad reads \$59.95 instead of \$159.95. Sharp-eyed customers rush to your store, waving your ad and threatening to sue if you don't sell as advertised. What do you do?

By ALBERT WOODRUFF GRAY

Attorney at Law

LOOK OUT

For Those Advertised Prices!



TWO ADVERTISEMENTS were given for publication to a local Mississippi newspaper. The first, to be run on December 15th, was in part, "Pre-Holiday Clearance. 25% Off. Your Opportunity for Real Savings." The second, to be published a few days later, read, "Clearance Sale. Entire Stock $\frac{1}{2}$ Off. Your Opportunity For Real Savings."

Through a misunderstanding the newspaper transposed the publication dates, carrying the advertisement for "Entire Stock $\frac{1}{2}$ Off" first, instead of on the day following the holiday as planned. On that day the retailer sold his stock according to his advertisement, " $\frac{1}{2}$ Off" instead of the "25% Off" he had originally planned. Then he tried to recover the difference between his planned reduction of 25 percent and the " $\frac{1}{2}$ Off" of the advertisement, claiming he had been forced to allow his customers that reduction through the blunder of the printer.

Precedent Determines Ruling

A similar case in that state was adopted as authority for the decision in this instance. There the blunder of a misquoted price had occurred in the transmission of a telegram in which the selling price of cotton had been inadvertently changed from 8 $\frac{1}{2}$ cents a pound to 8-5/16 cents. There too the sales had been made at the misquoted and lower price and the consequent loss of 3/16th of a cent a pound represented the amount for which suit was brought against the telegraph company.

Explaining his reasons for making the sales at the lower price, the seller said that the obligation to sell was a moral and business one which he was forced to fulfill or lose his credit. "It was a moral sentiment and it was to our interest to sell."

The loss sought to be recovered, said the Mississippi court in this instance, was a voluntary gratuity and could not on any sound or just principle create an obligation on the part of the telegraph company.

In the later instance of the confusion of the advertising dates the same law governed. The

retailer was under no legal obligation to sell. There was no specific offer by the retailer, merely a general offer to sell his goods at " $\frac{1}{2}$ Off."

The advertisement, said the court, was only an invitation to the public to make offers to purchase the goods at the prices stated. The advertisement did not constitute a binding obligation on the part of the retailer to sell at the price stated.

"I Want that Machine!"

A similar situation arose in Ohio a few years ago when the *Dayton Shopping News* carried an advertisement for the sale of an electric sewing machine for \$26 as a "Thursday Only Special."

A customer offered the advertiser \$26 and demanded the machine. The store refused to deliver, so she sued for \$149.00, the difference between the advertised price of \$26.00 and \$175.00, the value of the machine.

The Ohio court held it to be clear that in the absence of special circumstances an ordinary newspaper advertisement is not an offer but merely an invitation to negotiate, an offer to receive offers.

"A clothing merchant," said the court, "may advertise overcoats of a certain kind for sale at \$50.00. This is not an offer, but an invitation to the public to come in and purchase."

When goods are advertised for sale at a stated price no contract is created by the statement of an intending purchaser that he will take a specific quantity of the goods at that price, according to the laws of all states. Nor is a published price list an offer to sell the goods listed at the prices set forth in the catalogue.

In a famous and often quoted New York State decision a Brooklyn store published an advertisement in a metropolitan daily paper that it would

sell, deliver and install certain named standard makes of radios at 25 percent to 50 percent reduction from the advertised list prices.

A buyer offered to buy two radios at the prices advertised. The offer was refused by the store and suit brought by the customer to recover the difference between the market price of the radios and the price advertised by this store.

Deciding in favor of the store, the judge said, "The store did not advertise that it would sell at the reduced price all the radios in the market nor did it advertise that it would sell any particular instrument. What it did advertise was that it had for sale at a reduced price widely known standard makes."

Bargain with a Kickback

A few years before the decision in this New York case, a store in Atlanta, Georgia, gave to a local paper copy for an advertisement of a special three-day sale with certain items priced in the advertisement at \$15.00. The advertisement, when published, erroneously stated the price as \$5.00, instead of the \$15.00 in the copy submitted. The advertiser made 48 sales at the published price of \$5.00, a loss of \$10.00 on each sale, then brought a law suit against the paper for \$480.00, claiming that amount represented the damages suffered from the misprinted price.

The decision here was based on the law as stated by an eminent legal author and authority, that, "Generally a newspaper advertisement or circular, couched in general language and proper to be sent to all persons interested in a particular trade or business or a prospectus of a general or descriptive nature, will be considered as an invitation to make an offer. Thus if goods are advertised for sale at a certain price, it is not an offer and no contract is formed by the statement of an intending purchaser that he will take a specific quantity of the goods at that price. The construction is rather favored that such an advertisement is a mere invitation to enter into a bargain rather than offer. A published price list is not an offer to sell the goods at the published price." *End*

EDITOR'S NOTE

Albert Woodruff Gray, the author of this, the fourth in a series of legal articles, is a member of the bar of the U. S. Supreme Court and has been a practicing lawyer for 20 years. He has also written a book, *Low Guide to the Home*, to be published by the Greystone Press, New York.



CROWDS WILL GATHER at housewares demonstrations in little stores—if they are properly planned, advertised and staged—just as they did at this successful

demonstration of Waring Blenders put on at Goldblatt's in Chicago. Such promotions sometimes quadruple sales, help spread them over the year.

Big Demonstrations for the Little Store

The high cost and unavailability of the miracle-man demonstrators used by electric housewares makers need not stop retailers from staging crowd-gathering performances that may quadruple sales, will help eliminate seasonal slumps

EVERYONE who has attended a state fair or some big show has seen miracle man demonstrators and longed to have them put on a pitch in his own store.

The chance of your getting them is small.

Even the big department stores, which love them for the crowds they attract, are not likely to get many in the future. Manufacturers say the cost is too high for what they sell. As a sales training vehicle all influence peters out within three or four weeks and small town dealers do not offer a big enough potential in the way of traffic or market to justify electrical housewares demonstrations.

Why, then, talk about it? The fact remains that the angles which make a demonstration a success can be copied

by the dealer himself. Good demonstrations will increase sales as many as four times. Even a modest performance will increase interest and attention. If the dealer cannot get the big time actors on his job, there is no reason why he cannot steal their thunder.

This is what he must do before putting on a demonstration:

1. Advertise the coming event in the newspapers. Even if he is putting on a pitch out of his own store, let the world know what is coming off.

2. Send out direct mail telling the story.

3. Telephone a lot of old customers.

4. Tie in some sort of special deal with the demonstration so that it is to the customer's advantage to buy. If the operation is a major one, such

as a setup that is put on in a show, county fair or the like, it is a good idea for the dealer to arrange to have some sort of food giveaway, something that can be handed out in small bits.

Something to Eat

For example, waffles can be cut up in small bits and handed out hot and are very tasty. Cookies can be baked, drinks prepared, coffee brewed and these miniature refreshments will act to bring crowds by the booth.

In a tiny store demonstration where occasional traffic comes along, this can be held down to one or two items—such as coffee, grinding up crackers, popping corn or brief demonstrations to interest the passerby and show what the machine will do.

The demonstration should be set up

to be distinctive. Department stores have had luck with gay, colored carts. Dealers can effectively wrap up their demonstration areas with a little color and atmosphere, to make them stand out from the rest of the store.

Location in the small store should be up in front, not in a position where traffic will block the door. Windows are fine, provided the crowd can come in and get close to the demonstrator. In department stores exhibits near the elevators are very effective. The J. L. Hudson department store in Detroit runs its demonstrations down the middle aisle.

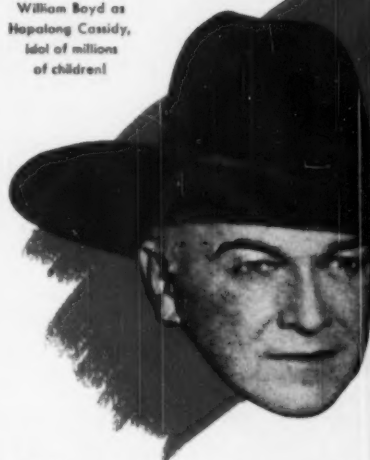
When perishables are used such as cream, milk, vegetables and the like, a store refrigerator can be pressed into use. There is rarely any spoilage.

(Continued on page 100)

Every youngster in your town is a prospect!

Arvin HOPALONG CASSIDY Radio

William Boyd as
Hopalong Cassidy,
Idol of millions
of children!



Shatterproof!

\$16⁹⁵

Designed to
comply with
Underwriters'
requirements



- with Lariatenna!
- Colors: Red or Black cabinets with Silver trim.

Cash in on the nation-wide popularity of Hopalong Cassidy! Sell the brand new Hopalong Cassidy Radio—exclusive with Arvin—to all the Hopalong fans in your community! It's a full-size set—not a toy. Four tubes including rectifier, automatic volume control, dependable AC/DC superhet circuit with amazing range and tone. Backed by national advertising and smashing point-of-sale promotion to help you round up business. Not a minute to lose! Sets available in August. Order from your Arvin Distributor now!

Television and Radio Division
Arvin Industries, Inc.
Columbus, Indiana
(Formerly Noblitt-Sparke Industries, Inc.)

Free Promotion Kit!



with every order for 12 sets

- Commanding Window Streamers
- Colorful Window Display
- Newspaper Ad Mats
- Radio and TV Spots
- Also available—Hopalong Cassidy Giveaways and Crowd Pullers

POWERFUL NATIONAL ADVERTISING PROGRAM!

Millions of readers will see dynamic color ads for the Arvin Hopalong Cassidy Radio in *LIFE* and in the Hopalong Cassidy Comic Book!

Why run a **CIRCUS**



when you can put on this

ONE SURE-FIRE ACT



EVER notice how a retail salesman favors one make of washer? He might have five others to sell, but he knows he can make *more sales faster* if he sells one line with enthusiasm. Smart dealers are doing the same thing. With one line, they can cut selling expense, reduce inventory, and still build profitable dollar volume. Take EASY... the line that covers the big bulk of the market, from a down-to-earth-priced wringer to a feature-packed Deluxe Spindrier, every model loaded with demonstration fire! Suppose the retail salesman demonstrates the 30SS Spindrier, with the famous Spiralator Roll-over Washing Action and the exciting new Automatic Spin-rinse. But the prospect wants a wider choice. Does the salesman start a new act? He swings over to the 506 Spindrier or the 101 Wringer... both with *Spiralator Washing Action!*

Think of how that cuts selling time and customer confusion... how it cuts selling costs, too! You need less floor space... fewer models in inventory. You concentrate your advertising and display. Your salesmen spend less time *learning new features*... more

time *selling!* You even save on service because many Easy parts are interchangeable.

So while you're choosing your lines, keep that retail salesman in mind. Don't make him a ringmaster. Give him one sure-fire act to learn, to specialize in. That's right... it's EASY! Easy Washing Machine Corporation, Syracuse 1, New York.



WITH AUTOMATIC SPIN-RINSE

Now... It's Cheaper than Ever to Buy a 1950 Frigidaire... at Whitney's!

NO MONEY DOWN

Only 25¢ a day!

buys Whitney's 1950 Frigidaire!



WHITNEY'S APPLIANCE CENTERS...
DOWNTOWN, Broadway, 5th, 6th and E
NORTH PARK, University and Illinois
MONTHLY PLAN BRANCH OPEN EVERY WEDNESDAY FROM 10:00 A.M. TO 6:00 P.M.

PHONE ORDERS ACCEPTED
CALL Franklin 6362
or Telnet 1-4131

WHITNEY'S

San Diego, California

Buy From San Diego's Largest Frigidaire Dealer!

ADVERTISING is still an important part of Whitney meter plan selling. Consistency of advertising is one good reason for their continued high rate of sales, even though plan is no longer a novelty.

Year-Old Meter Plan Still Sells Refrigerators

Because Whitney's, San Diego, Calif., never stopped advertising their meter plan, they still sell 30 refrigerators a day



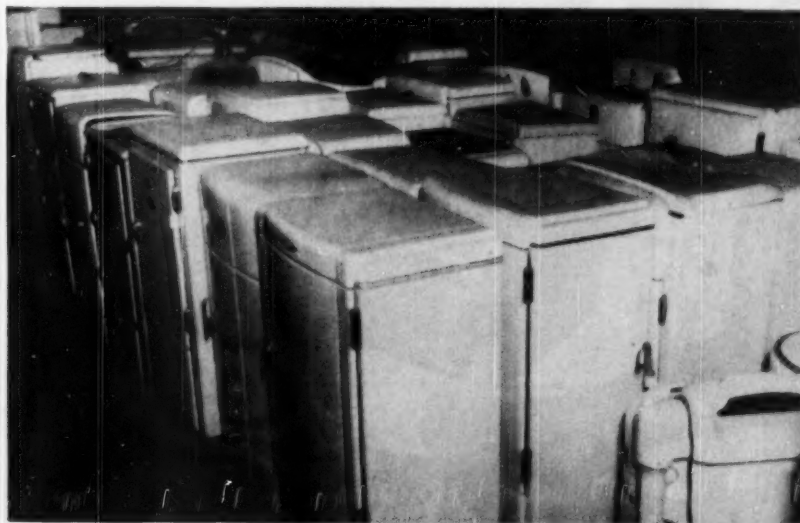
PROSPECTS who come in to the store in response to advertising get almost as big a pitch on meter operation from sales manager Francis J. Curry as on the refrigerator itself.



COLLECTIONS are made once a month, require the three full-time collectors. As soon as collections total down payment, customers are switched to regular time plan.



METERS are still being bought, because Curry leaves them in homes where they are used as inducement to buy more.



TRADE-INS are an inevitable—and welcome—byproduct of the Whitney meter operation. These used boxes represent one day's take by the store; they will be rebuilt and resold.

**LONGER NIGHTS ARE ON THE WAY...
GET SET TO CASH IN ON**

Anti-

**A great new
advertising campaign...**

Here's your biggest chance of the year for extra lamp sales. General Electric's fall Anti-Bulb-snatching Drive. It's featured in advertising that your average customer will see, hear and read over and over between September 18 and November 4. The Fred Waring Television Show. Spot radio. Leading magazines like the Post, Life, Look. Sunday newspaper supplements. And it's all timed for the peak of the lamp-buying season, when longer nights are on the way!

Feature these fall lamp values!



100 WATT
WHITE LAMP



100-200-300
WATT LAMP



NEW 50-0A
LAMP



G-E 4 LAMP PACKAGE



GENERAL ELECTRIC'S

Bulbsnatching Drive!

STARTS
SEPT. 18

promoting the greatest
lamp-selling idea...



You'll cash in on the greatest lamp-selling theme ever created—*bulbsnatching*—General Electric's popular name for robbing one light socket to fill another. It's a phrase that hits home with everyone—brings more sales to every G-E lamp agent!

backed by a complete
display package!



Every G-E lamp agent will get colorful counter cards, streamer, carton tuck-ins, price cards and a full sheet of display suggestions. Be sure you tie in! You're bound to boost your lamp sales this fall!

GENERAL  ELECTRIC



*Untying Apron Strings
In Kitchens All Over America*

and tying YOU into the
BIGGEST PROFITS EVER!

3 Great New Home Freezers by **INTERNATIONAL HARVESTER** *First In Freezers*

Now International Harvester introduces three great new freezers . . . specially designed . . . specially "femineered" . . . blanketing the bulk of the market and cutting homemakers' kitchen time, effort, and expense. Why not investigate this new line NOW! It's the greatest freezer profit potential of all time . . . from International Harvester—**FIRST IN FREEZERS!**

New IH "femineered" features with a function are over-all sub-zero fast-freezing on *all five* interior surfaces; new Dri-Wall cabinets; and unbelievably quiet operation, due to elimination of fan from hermetically-sealed refrigerating mechanism.

Listen to James Melton on "Harvest of Stars" NBC, Sunday Afternoons

Now Queen of the Kitchen
Designed to "femineer" a kitchen, International Harvester Model 75 Freezer has new opening into the "homestead" of freezing. The "femineer" model features 7 cubic feet capacity, 24.7 pounds storage bag-freezer, priced attractively with

Big . . . Beautiful . . . Budget-Priced

International Harvester Model 155 has 11.6 cubic foot capacity, stores 330 pounds frozen food; big enough for one hundred guests and special entertaining. Over 25 square feet of interior space, including interior surface.

Big . . . Heavy-Duty Freezer

Never before a freezer has had 23.5 square feet of quick-freezing interior surface, holds 355 pounds of food, "Zero-Tone" built-in sound of compressor, too. It's the best word in refrigeration, efficiency, and overall capacity for heavy-duty freezing.

For information on available dealerships, consult the nearest International Harvester district office, or write

INTERNATIONAL HARVESTER COMPANY
180 N. Michigan Ave. Chicago, Illinois



INTERNATIONAL HARVESTER
Refrigerators and Freezers

International Harvester Also Buick, McCormick, Farm Equipment and Farmall Tractors—Motor Tractors—Industrial Power

COOPERATION CUTS SHIPPING DAMAGE

Industry, shippers and packagers unite to pretest packaged units under direction of National Safe Transit Committee

By JAMES BOLGER

"POSITIVE proof of the reduction of damage has been obtained by specific customers." "... we have been pleasantly surprised at being able to develop some ways of packaging that actually represent savings."

"... management of the National Association of Manufacturers should cite you for an industrial award."

All these remarks, made by executives directly or indirectly connected with the appliance industry, refer to the work of one organization, the National Safe Transit Committee. The committee coordinates a voluntary, cooperative campaign among makers of major appliances and allied metal finished products, container manufacturers and carriers to cut down damage to packaged goods in transit.

Two years ago the National Safe Transit Committee was no more than an idea being tossed around the offices of Dana Chase's *Finish* magazine. As of early March of this year, seven manufacturers' associations, five container groups and four carrier organizations were cooperating, and 42 manufacturers had the right to use the red and yellow "Safe Transit" label on their goods. Any packaged product showing this label has met pre-testing standards set up by the committee to insure that the product will withstand ordinary transportation and handling hazards.

Tests for Toughness

The NSTC has worked out tests that will give a manufacturer a good lead on whether his packaging job is all it should be. The committee sets no limits on what constitutes damage; it simply tells shippers that they can cut down on damage losses if they test their packaged units as recommended, with the note that these recommendations do not take precedence over carriers' requirements.

From the beginning the NSTC has been sponsored by the Porcelain Enamel Institute. Together with R. F. Bisbee of Westinghouse, who did most of the organizational work and who is NSTC's general chairman, the institute studied shipping records of several porcelain enameled products over a period of years. Then they divided the packaged products into two groups:

those whose shipping records were outstanding under all conditions and distances of transportation as well as storage and transshipment, and those whose damage under the same conditions was consistently excessive.

The next step was to test these groups to get a set of specifications that the NSTC could recommend as standard testing procedure. Instrumental in doing this was E. H. Shands of George D. Roper Corp., chairman of the committee's technical planning division. Since the idea was to see just what happens to a packaged product during shipment, no tests were made on the product or package separately, and the NSTC warns that it is pointless to do so, because the results will probably be misleading. Test product and container as a unit.

Torture Tools

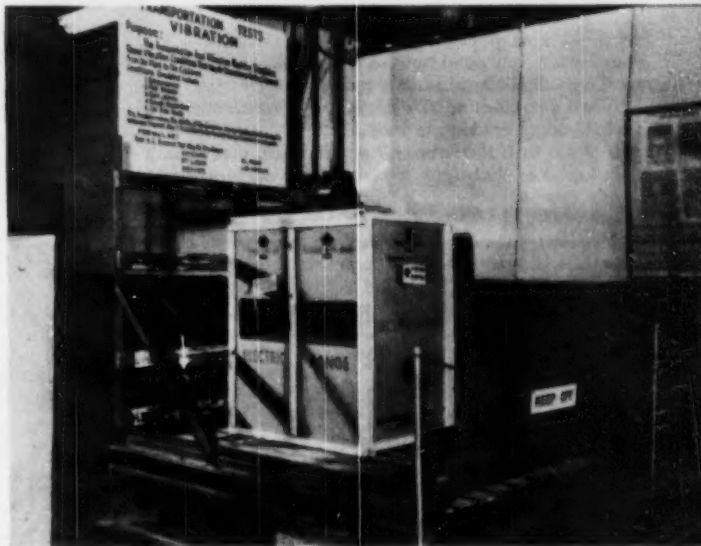
No matter what its weight, the packaged unit undergoes a one-hour vibration test, with enough vibration at one point to throw the unit up from the table. On products weighing 100 to 1000 lbs. a longitudinal impact test on specific parts of the packaged product follows. If the unit weighs less than 100 lbs. there is a second test—an additional going-over which consists of 10 vertical drops, one on a corner, one on each of three edges, and one on each of the six faces of the container. At the end of all this, the container must be in good shape or it isn't passed.

The equipment needed to make these tests consists of a conbur impact tester, an LAB Vibrator Table (the largest item), a drop tester (for small units), and a two-way ride recorder. The total cost runs around \$2000. Some plants may want additional accessories, but they are not essential to the program. Many factories are equipped to make the impact tester themselves, and can cut the cost somewhat. If a plant feels it can't make the investment, it can have its packages tested by any of the Certified Safe Transit Laboratories. As of May 1, these included: Laboratory of Research & Design, Atlas Plywood Corp., Lawrence, Mass., Chicago Mill and Lumber Co., 33 S. Clark St., Chicago; Container Laboratories, Inc.,

(Continued on page 180)



AN INCLINE IMPACT TESTER is recommended for major appliances and similar products. Each face and the bottom of the packaged unit are tested against the wooden bumper, and the shock is recorded.



A VIBRATION TESTER reproduces the hazards that the packaged unit will have to undergo in rail transportation. At one point the vibration is strong enough to throw the unit up from the table.

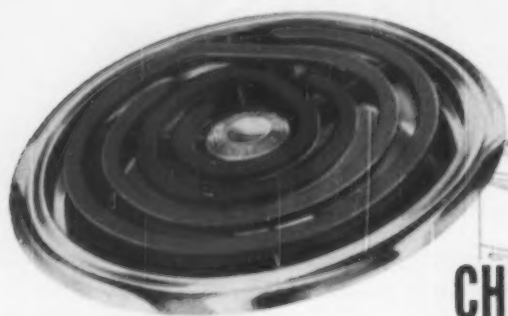
A DROP TESTER is used on units weighing less than 100 lbs. The package must withstand 10 vertical drops on corners, edges and faces. All these tests are part of the National Safe Transit Committee's program.



LET HOT WEATHER HELP YOU SELL—

It Pays to Use Help

CONTINUED FROM PAGE 65



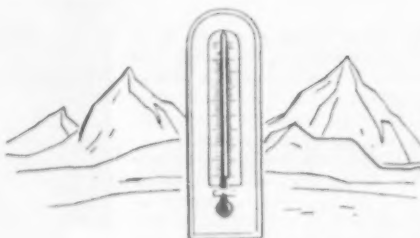
Emphasize the CHROMALOX DIFFERENCE

Just watch how quickly summer electric range sales are closed when you point out the "2-units-in-1" feature of any Chromalox electric range unit.

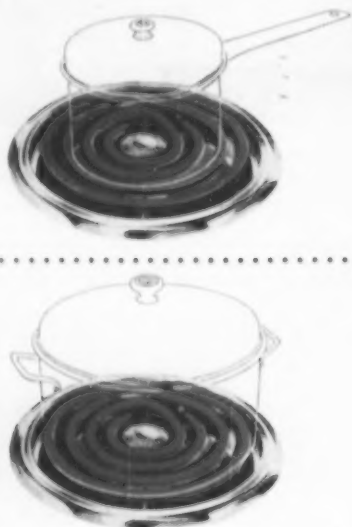
Here's heat that can be confined to small utensils in which much cooking is done.

Here's a unit that doesn't waste heat, that doesn't cook the cook, that does make all the difference in kitchen comfort, not only on summer days but all year 'round.

For easy hot-weather selling, emphasize this big Chromalox advantage. And point out too, that the Chromalox "2-units-in-1" design also saves up to 45% of electricity used for cooking in small utensils.



Chromalox Electric Cooking can keep kitchens 8° to 11° Cooler!



Inner Hot Spot Alone for
Small Pots and Pans—

No waste heat to cook the cook

Handles stay Cooler—Can't burn

plus

Accurately controlled heat
that goes evenly into
large cooking utensils

For the complete story on the way to Quicker, Easier, Electric Range Sales—

Write for the valuable booklet "The Switch is On." It will help you and your men to close more electric range sales in less time.

Up and out for
thorough washing.
Only one part
to remove.



CHROMALOX

Electric Cooking at Its Best!

EDWIN L. WIEGAND COMPANY, 7525 THOMAS BOULEVARD, PITTSBURGH 8, PA.

making it possible for questions to be asked and for the audience to participate in the intentionally informal presentation. Six sales of ironers were made during the demonstrations and three more within the next day or two, not to mention the other major appliances. Fifty hot prospects were developed on which the salesmen immediately set to work.

Not least valuable, in Mr. Morrissey's opinion, was the educational value of the program, for both prospects and recent purchasers. Those who already owned automatic washers, for instance, learned how to use them more efficiently to produce results which would give them greater satisfaction. They learned also how to avoid many of the practices which may lead to repeated service calls—important in cutting down the dealer's expense during the warranty period. In the Phoenix area the hard water problem frequently leads to an over-use of soap—perhaps the greatest abuse leading to breakdowns. Constant overloading of the machine is a second fault common to automatic washer owners. The genuine interest expressed by the housewives and the questions asked indicate that both bad habits are frequently the result of ignorance and can be corrected.

Prospects were especially interested in the demonstration showing the handling of the very dirtiest clothes and also in the fact that automatic washers are available which do not require major plumbing connections. The savings angle was the one stressed in promoting buyers.

These are only samples of a continuing Mehagian policy of accepting and using help. Morrissey recognizes that manufacturers' and utility advertising and sales assistance can do half the job of selling appliances. But what use is an appliance half sold? Morrissey's men do the other half of the selling job. They make real use of the help offered—and thereby increase incomes for the men and profits for Mehagian's. *End*

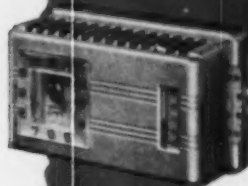
RADIO AND TELEVISION



"ANYONE CAN SELL A TELEVISION, MEN.
PURVIS HERE HAS SOLD A RADIO."

SELL better heating

Sell Nationally Advertised
Honeywell
Comfort
THERMOSTATS
with **MAGIC**
TM*



TM Comfort Chronotherm

The well-known electric clock thermostat—automatically provides lowered night temperatures and morning pick-up. NOW better than ever with the Thermostat Magic of TM.

*Available in a few weeks.



TM Comfort Time-O-Stat

For lowered night temperatures. Set the dial for the morning pick-up time you select—wake up in a comfortably warm house. The Time-O-Stat now assures pin-point control through the Thermostat Magic of TM.



TM Comfort Acratherm

The finest thermostat of its type in the world. Featuring the easy-to-read dial adjustment, precision control—and NOW, Thermostat Magic with Honeywell TM.

TM Tested and Approved

300,000 TM thermostats now in use—many for three heating seasons—have demonstrated the comfort advantages of the Honeywell TM principle. Home owners are enjoying a new standard of heating comfort—made possible by Honeywell scientific research.

it's

**Thermostat
Magic**

TM means . . .

No More Waiting for Heat
No More Chilly Floors
No More Overheating
No More Fuel Used—*instead . . .*
More Comfort For Your Heating Dollar

TM Keeps the heat coming in regulated portions



TM furnishes the required heat by properly regulating the length of burner operations in accordance with outside weather conditions.

Long and irregular burner operations permit up and down temperatures . . . allow rooms to get too hot or too cold for comfort.

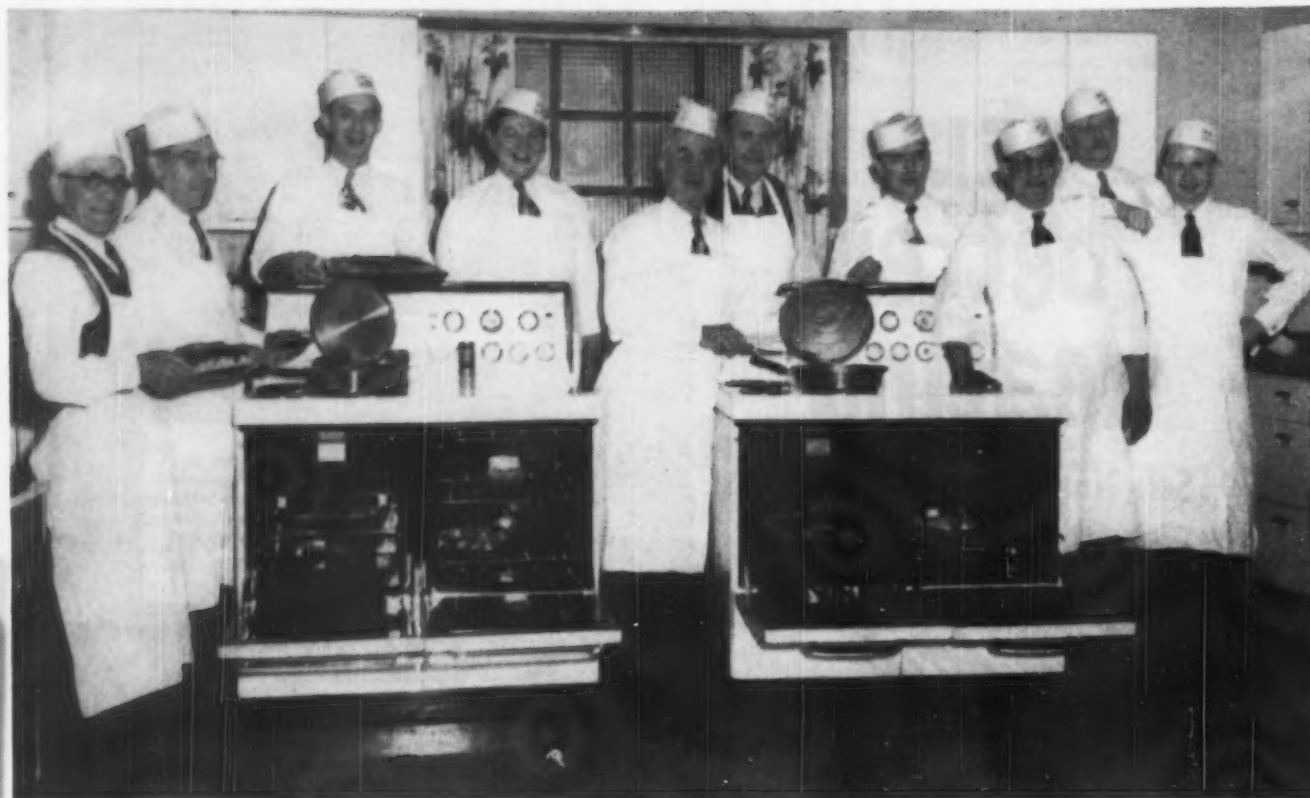
* **TM means Thermostat Magic**

Attention . . .

Electrical Dealers & Jobbers!

The magic of TM is accepted and acclaimed everywhere . . . winning enthusiastic approval from dealers and home owners, alike. For the Electrical Trade, TM offers a substantial source of profit. So, climb on the bandwagon—build your profits right from the start. Sell the newest, sell the best—the nationally advertised . . . nationally accepted . . . Honeywell *Comfort Thermostats* with TM!

MINNEAPOLIS
Honeywell
FIRST IN CONTROLS



ONE SHORT COURSE in electrical cooking allowed salesmen to spend one morning cooking under the tutelage of Niagara Mohawk Power Corp. home economists.

NOT ENOUGH COOKS

NIAGARA Mohawk Power Corp., Buffalo, thought there wasn't enough cooking going on, or enough cooks, electrically speaking at least.

"We got the notion about a scarcity of cooks, on electric ranges, by simply asking around," explained Philip N. Fleck, residential sales supervisor.

"We made personal surveys. At meetings of distributors, dealers, and/or salesmen, men and women alike, we asked those who had cooked on electric ranges to raise their hands.

"There were frighteningly few hands raised, every time we asked the question," Fleck continued. "Now we believe that there is a difference in electric cooking, and yet here were people who didn't really know what it's like and didn't have the experience of operating an electric range, out trying to sell that range.

"We say that the salesman lacking such experience is not doing the best job he can in range sales. (Well, for that matter, you can carry it right on down the line, through automatic dishwashers, etc.)

"But we decided to do something about this situation. As a utility, we began by holding a series of meetings with distributors to get across in a

Niagara Mohawk Power Corp. of Buffalo, N. Y., uses the old but successful cooking school to make electric cooking enthusiasts out of salesmen



ENTHUSIASTIC SALESMEN can tell prospects like this one at the Frank Myers store, "Deep well cooking? Let me tell you what I fixed in one!"

very concrete manner that the best salesman is the one who uses the product he is selling."

Niagara Mohawk began to take the various distributors, such as Norge, Philco, and so forth, in order. The first meeting of the series with each distributor included 12, a dozen, of whomever the distributor wanted to attend. This group could include even husbands and wives, fathers and daughters, dealers and their salesmen.

But not over 12 at one time. That's important, according to Fleck, because then individual attention could be given to everyone. The utility furnished two home economists, woman cooks or instructors, and also the food, which came to about \$20.00 worth of groceries for each meeting.

Each distributor furnished his own ranges, usually three, upon which the cooking would be done. Thus the 12, the nucleus of an organization, would be getting better acquainted with the product, the electric range.

"Everyone has loved those cooking get-togethers," said Fleck. "Everyone has had a good time, and learned, and gone out to spread the gospel about electric cooking, which is the reason for the whole program."

(Continued on page 96)

**it's new,
low cost,
fully automatic**

IT'S THE SENSATIONAL

Whirlpool

**NEW THRIFT
AUTOMATIC WASHER**



***the space-saving, fully automatic washer
at the lowest price in WHIRLPOOL history
to give you new profits in a new market!***

It's just been introduced... yet dealers everywhere are enthusiastic in their praise for the sensationally low-priced WHIRLPOOL NEW THRIFT. They all say the NEW THRIFT is today's biggest value, dollar for dollar! And no wonder. It's a BIG FULL SIZE 9 LB. LOAD, fully automatic washer, so skillfully designed and compactly built that it occupies a floor space only 24½" by 24½".

Best of all, the NEW THRIFT gives your customers every feature they want for economy, convenience and washing efficiency. It incorporates such proven sales fea-

tures as Suds-Miser and the Seven Rinses, three-temperature water selector, automatic filling at any water pressure, water saving on partial loads, completely flexible operation, top loading, agitator washing action, spin-dry water removal, Lifecoat finish for lifetime beauty and convenient operating controls.

Yes, the NEW THRIFT gives all this plus a new, low price for easy selling, quick turn-over and big profits. Don't settle for less... see the new WHIRLPOOL at your distributor's today!

**BUT, THAT'S NOT ALL...THE NEXT 3 PAGES SHOW WHY
WHIRLPOOL DEALERS SELL MORE...PROFIT MORE**

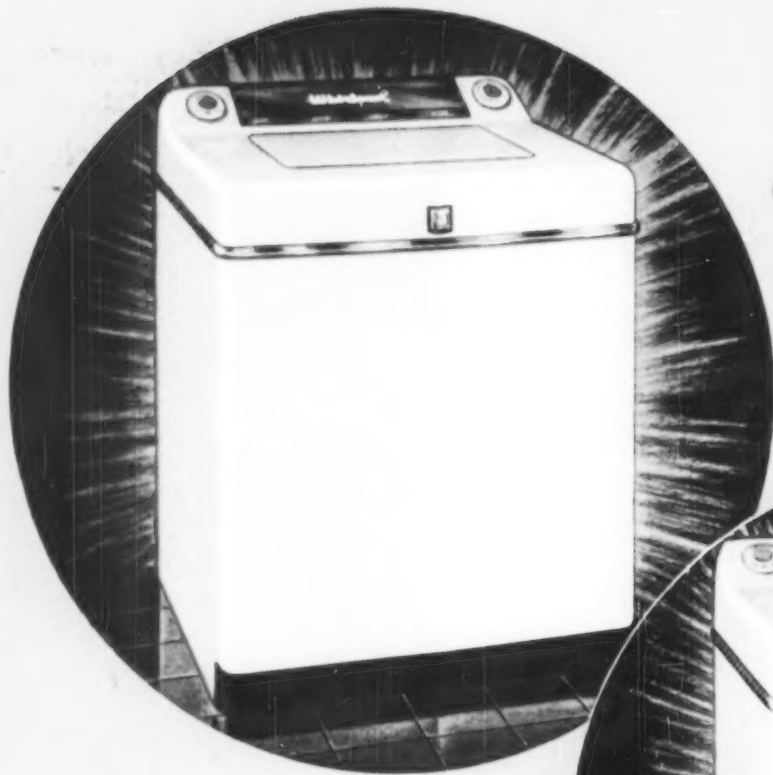


"Most Wanted"
Whirlpool

WITH NEW

automatic washer

WHIRLPOOL, the only fully automatic washer with Suds-Miser and the Seven Rinses plus Cycle-Tone, Ultra-Violet Lamp, Agiflow water action, Lifecoat finish and many other exclusive sales-clinching features. It's the automatic washer most wanted by most women.



**automatic gas dryer
featuring "Flikit"**

Here's the only fully automatic gas dryer featuring "Flikit" the automatic pilot. The pilot gas burner is lighted automatically at the flick of a switch. No more matches to light . . . no more valves to turn . . . no more waiting and inconvenience. Women love it and *buy* it.



SEE THE 1951 WHIRLPOOLS AT YOUR

by Most Women"

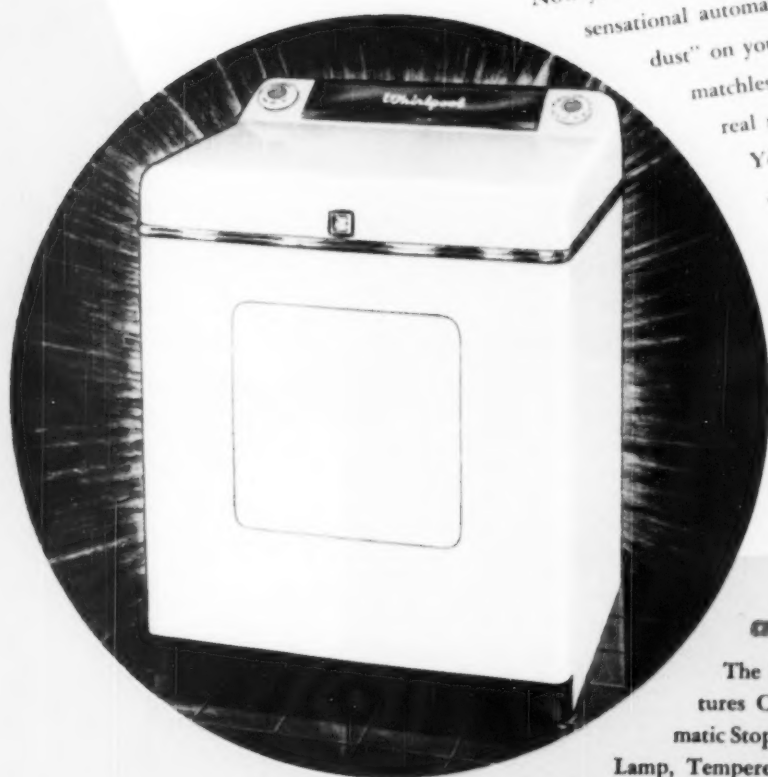
SURGES ahead

BEAUTIFUL 1951 MODELS

...to give you more profit!

Now you can come into your own. Here's a complete new line of sensational automatic washers and dryers that won't "gather dust" on your sales floor. Unmistakable smartness with matchless value make WHIRLPOOL a fast-seller and real money-maker!

Yes . . . WHIRLPOOL has everything your customers want. It has quality, design, eye-appeal plus promotion by the biggest advertising campaign in WHIRLPOOL history. Cash in on the trend . . . sell WHIRLPOOL, today's greatest home laundering sensation. Investigate this great profit opportunity . . . see WHIRLPOOL at your local distributor's or mail coupon (on next page) now!



automatic electric dryer

The WHIRLPOOL automatic electric dryer features Circle-Flo action, Forced Air Exhaust, Automatic Stopping and Restarting, Ultra-Violet Germicidal Lamp, Tempered Heat and many other exclusive features that make it simple to sell.

DISTRIBUTOR'S . . . NOW!

AND THERE'S MORE

Whirlpool

surges ahead with
the biggest National
Advertising and Sales
Promotion Package in
its history
to help
you ...

**SELL
MORE...
PROFIT
MORE**



**WHIRLPOOL CORPORATION
St. Joseph, Michigan**

I'm interested in the new WHIRLPOOL home laundry equipment . . .
send me complete information.

Firm Name _____

Address _____

City _____ Zone _____ State _____

Individual's Name _____

EDB

FOR OVER 50 YEARS MANUFACTURERS OF THE
WORLD'S FINEST HOME LAUNDRY EQUIPMENT

**Whirlpool
CORPORATION**

ST. JOSEPH, MICHIGAN, U. S. A.

IN CANADA: John Inglis, Ltd., Toronto, Ontario

Idea Digest



FROZEN FOOD CLUB BUILDS SALES: By selling frozen foods at his cost to members of the "8360" Frozen Food Club, George H. Stoltenberg of La Mesa, Calif., gets a chance to do an educational job on frozen foods. He has traced at least 13 major appliance sales directly to this promotion, and credits it for part of the 10 percent increase in volume he enjoyed last year.



PROMINENT CITIZENS MAKE GOOD PUBLICITY: Dealers in Nashville, Tenn., presented their mayor, Thomas L. Cummings, with a Rotiss-O-Mat electric barbecuer, then photographed him and sent stories to local papers emphasizing that His Honor was a member of the Amateur Chefs of Nashville. The publicity aided an electric housewares campaign.



FREE ORCHIDS DRAW PROSPECTS: In a recent campaign, Northeastern Distributors, Inc., which handles Gibson products in the Boston, Mass., area, offered free orchids, flown in from Hawaii, to customers of their dealers. One dealer, M. A. Gray of Watertown, Mass., gave away 800 orchids in two days, drew an attendance of 4,000. Sales more than doubled his highest expectations.



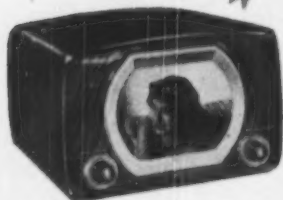
SHADOWBOXES SELL ELECTRIC HOUSEWARES: Individual framing of small appliances in "shadowboxes" increased impulse sales about 200 percent for Strang's, Colorado Springs, Colo. Each box has an outlet; each appliance can be—and is—demonstrated when customers show interest. Boxes like these give electric housewares added dignity.

Arvin TV



VISIBLE VALUE

You can see the difference!



ARVIN MODEL 4080T—Gives you the inside track on small apartment, trailer, and "second set" business. Smartest modern design, easily portable, weighs only 40 lbs. What's more, it comes in three colors—Mahogany, Lined Oak, or Willow Green—to please all tastes. 8½" black tube for easy daylight viewing; straight AC operation; easy-as-radio tuning. **\$119⁹⁵**



ARVIN MODEL 2123 TM—Here is sales dynamite! No imitation wood grain painted on metal, but beautifully styled hardwood with mahogany veneer! 12½" black tube! Phono-jack; built-in antenna; a marvelous value that puts you out **\$149⁹⁵** in front!

(Table to match at extra cost.)



ARVIN MODEL 2121 TM—Unequalled value in a deluxe quality 12½" table model TV, with high-styled hardwood cabinet in rich mahogany finish. Sharp, steady pictures of highest quality, like a fine photograph! Black tube; AC operation; simplest two-knob tuning; highest immunity from interference. Velvet Voice FM tone; phono-jack and built-in antenna. **\$169⁹⁵**



ARVIN MODEL 2126 CM—They'll look! They'll listen! They'll wonder if you've made a mistake! Because this beautiful 12½" mahogany console is so far ahead of anything your customers have seen at this price! Black tube for sunlight-sharp pictures; easy-as-radio tuning; AC operation for longest tube life; phono-jack and built-in antenna. Priced at only **\$179⁹⁵**



ARVIN MODEL 2120CM—This is the finest 12½" mahogany console in the whole Arvin TV line, with all the luxury trimmings your deluxe-class customers could want! Cabinet styling of exquisite beauty, set off by sparkling lucite control knobs and Finish-O-Gold trim. Inside, a wealth of famous Arvin features insure top performance. Phono-jack and built-in antenna. **\$199⁹⁵**

Fulfills a Promise!



ARVIN MODEL 2161 TM—Not a metal cabinet, but solid selected hardwoods with mahogany veneer! Crystal lucite control knobs; 16-inch rectangular black tube; phono-jack; built-in antenna. Matching table at **\$219⁹⁵** extra cost.



ARVIN MODEL 2160 CM—High-styled, beautifully finished mahogany console for your customers who know fine furniture. 16-inch rectangular black tube; lucite and finish-o'-gold appointments. Phono-jack and built-in antenna. Super-powered for sharp **\$249⁹⁵** pictures everywhere!
(2160 CB, Limed Oak finish \$259.95)



ARVIN MODEL 2124 CCM—They'll shop all over town without finding another such TV-radio-phono combination value! 12½" black tube; AM-FM radio, 8 tubes including rectifier. Plays 33, 45, 78 rpm records, intermixes 10 and 12-inch, shuts itself off. Selected **\$279⁹⁵** imported mahogany finish.



ARVIN MODEL 2164 CM—Where else have you seen a super-powered sixteen-inch TV so beautifully styled, so perfect in performance, at such a price? Rectangular black tube; sharp, steady daylight pictures even in fringe areas; imported mahogany veneers; two-thirds doors; phono-jack; **\$279⁹⁵** built-in antenna!
(2164 CB, Limed Oak finish \$289.95)



ARVIN MODEL 4162 CM—This is for your "carriage trade"—the man who wants the finest TV built, regardless of price! This is it!—America's most beautiful mahogany console and most powerful 16-inch TV set—at any price! Two-thirds doors; lucite controls; **\$329⁹⁵** phono-jack; built-in antenna.
(4162 CB, Limed Oak finish \$339.95)



ARVIN MODEL 2162 CCM—No ifs or ands about it, this is America's outstanding value in 16" TV-radio-phono combination! Rectangular black tube for sun-light-sharp pictures; finest interference controls; AM radio, 6 tubes including rectifier. 3-speed record changer plays 33, 45, 78 rpm, intermixes, **\$349⁹⁵** shuts itself off.

Arvin Industries, Inc., COLUMBUS, INDIANA
(Formerly Noblitt-Sparks Industries, Inc.)

DOUBLE FEATURE

New

Dominion
TRADE MARK
'HEAT-R-FAN'

**DOES DOUBLE DUTY FOR
YEAR 'ROUND SERVICE**



ONLY \$15.95, SLIGHTLY HIGHER IN WEST

WARM AIR WHEN IT'S COOL



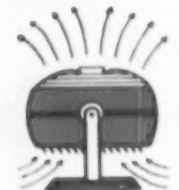
Fan forced heat like a tropical breeze for moderate size rooms. Beautifully finished in durable baked enamel of a rich shade. Built-in handle — non-marring feet. This modern design, dual purpose "Heat-R-Fan" at its very reasonable price is bound to be a heavy favorite in both moderate and extreme temperature zones.

COOL AIR WHEN IT'S WARM



When the weatherman turns on a scorcher the flick of a switch starts a refreshing breeze. For office or for home! Motor is non-radio and non-television interfering. Is of rugged construction to stand up under the year 'round use to which it will be put.

EFFECTIVE AIR CIRCULATOR



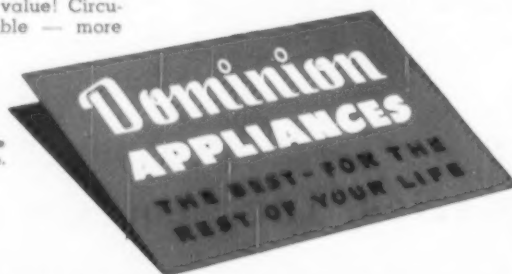
Finger-tip tilting changes air stream direction from 10° below horizontal to vertical position. For maximum effectiveness as a circulator, place it under table or chair. This feature has real sales value! Circulated air is more comfortable — more healthful.

Write for complete specifications — available through reputable distributors across the nation.



BREW-O-MATIC Completely Automatic COFFEE MAKER

Handsome, modern design — highly polished aluminum finish. "Flavor Selector" for mild or strong coffee according to taste. Automatic control keeps coffee at serving temperature. Many other special features.



MODEL
1528

Not Enough Cooks

— CONTINUED FROM PAGE 83 —

Chef hats and aprons are brought out at such meetings, and the group spends the entire morning preparing the food according to recipes given to them by the utility and according to the supervision of the two instructors. There's broiling of steaks, cooking of succotash, baking of pastry, deep-well preparation of soup, surface cooking and just about anything down the line that you want to mention.

As these men cook they get hungrier by the minute and by noon-time they are ready to sit down and eat what they have cooked. And that's just what they do.

After Lunch, the Cost Story

After lunch, they settle back. Fleck and his associates now occupy the limelight for about two hours. During that time they discuss electric rates, operational costs, installation charges and problems.

"We happen to have a flat rate installation program that we make available to dealers," explained Fleck, "and that is one of the things that we discuss thoroughly. We have that group so steeped in electrical cooking that we're bound to make a good impression and prove to be a big help in merchandising the product in the future."

After that initial meeting with a distributor of a particular line, the utility then holds a second meeting with dealers. This distributor helps to organize and get dealers to this second meeting. Then, there is a third, and if wanted, a fourth meeting, all getting a wider acquaintance among salesmen who sell electric cooking.

"Concrete results? Sure, because the salesmen leave their chef hats and aprons and go out of here with the conviction that electric cooking is the simplest way to prepare food imaginable," commented Fleck. "They are enthusiastic and confident about the wonderful advantages and benefits that the consumer gets who cooks electrically."

"That's what we want and it is producing more electric range sales," said Fleck.

Schools for Prospects, Too

Niagara Mohawk is convinced that this "cap and apron" type of training is the real stuff for bettering salesmanship. In the near future, similar programs will be adapted to better acquaint salesmen with other newer appliances.

In the meantime, Niagara Mohawk goes along, helping electrical living all it can with distributor displays in the lobby of its office building, and with dealer cooking and freezing schools where from 50 to 120 people sit on rented chairs for 1½-hour demonstrations. The utility provides home economists, talent and the program; the dealer supplies food and prizes. Sales are closed right after the programs.

"This is in contrast with the larger, theatre shows around the country," said Fleck, "and a little better way of doing it." *End*

DOMINION ELECTRIC CORPORATION - MANSFIELD, OHIO

INDUSTRY INCREASE 160%
Duchess
 INCREASE 450%



THE DUCHESS MUST BE GOOD!

Here's a few reasons why Duchess Sales are Bigger



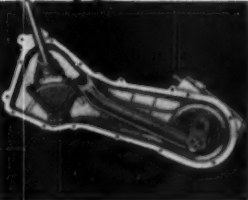
Duchess sales increase since 1938 has exceeded the industry increase month after month — positive proof of Duchess quality and value. The Duchess *must* be good to sell in quantities that currently almost triple the industry sales increase. If the Duchess is *that* good, you'd better get the Duchess story too.



TRIPLE FLEX SPIRAL AGITATOR — Scientifically spiralled fins all the way up the center post wash ALL the clothes ALL the time. Faster — easier on clothes.



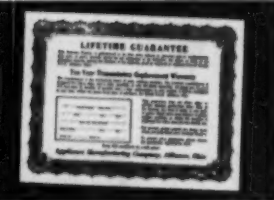
STRAIGHT SIDE WIDE BOTTOM TUB — This big, spacious tub provides greater load capacity, rolling gentle.



SILENT, BALL BEARING TRANSMISSION — Rugged, powerful, quiet — the heart of the machine and a big reason for Duchess popularity for life.



DOUBLE WALL HOLD-HEAT JACKET — Keeps water hot longer. Hi-Bake gleaming white enamel finish. Hard, durable, beautiful. Wipes clean with a damp cloth.



LIFETIME GUARANTEED — Guaranteed — not for one year or five, but — for life against defective materials and/or workmanship. The broadest warranty in the industry.



Complete step-up line with low end leader. Extremely competitive at every step.

APPLIANCE MANUFACTURING CO.
 ALLIANCE, OHIO

Dealers' orders BREAK



Model 16C112, above 16" rectangular black tube. Flush hinged doors. Matching mahogany veneers. Silver knobs. \$279.95*



Model 16C113. Facsimile, genuine mahogany veneers. 16" rectangular black tube. \$279.95*



Big as Life—Real as Life!

Customers will be happier longer with G.E.'s life-size, lifelike pictures!



Model 1613. Beautiful mahogany veneered cabinet. 16" rectangular black tube. \$229.95*

In blond, \$239.95*

ALL RECORDS

for newest, big-screen rectangular



BLACK-DAYLITE TELEVISION

Sparked by overwhelming public demand, dealer orders for the new G-E Black-Daylite Television line topple all previous records for any two months period in G-E history. What a profit picture! New big-as-life, true-to-life pictures, lastingly beautiful furniture, spell quality that sells on sight . . . backed by a name you and your customers can depend on. Terrific G-E promotion . . . hot G-E prices . . . advanced G-E rectangular black tubes . . . G-E automatic sound . . . and the powerful G-E Built-in-Antenna . . . mean sales faster than you've ever sold before. It's a Profit-Parade you can't afford to miss. Call your G-E TV distributor today, or write General Electric Company, Receiver Division, Syracuse, New York.

*Plus tax. Installation and picture tube protection plan extra. Prices slightly higher West and South.



Model 14673, 14" rectangular black tube, General Company receiver, in black, \$219.95*



Model 146702, Horizontal black covered chassis, 14" rectangular black tube, in mahogany, \$229.95*

You can put your confidence in—

GENERAL



ELECTRIC

NEW *glamor* FOR SMARTER BATHROOMS



Means **NEW PROFITS**
for You!

If you've sold kitchen sinks and cabinets, the new Lavanette for old or new bathrooms will be a profitable "natural" for you. Many of your former customers for kitchen equipment are red-hot prospects for a Lavanette.

Its custom-look beauty sells on sight . . . its greater convenience and utility appeals to both women and men.

All steel construction and production line manufacturing keeps prices well within reason for a product that brings so much more beauty to the average size bathroom.

Get set without delay on this great new sales opportunity, write for complete details today.

Distributors—Dealers
Write or Wire Today

Lavanette

4 COLOR COMBINATIONS FOR COLOR HARMONY

BEAUTY QUEEN DIVISION—The Toledo Desk & Fixture Company, Ford Ave., Maumee, Ohio



Big Demonstrations for the Little Store

CONTINUED FROM PAGE 78

Timing of the demonstration can vary depending on the traffic. It can be strung out all day long where occasional traffic comes into the store, or it can catch the lunch hours or rush periods.

The great value of demonstrations is their ability to get traffic into the store and from an electric housewares standpoint, to pull sales away from the natural Christmas peak and spread them over the year. One dealer who follows this type of showmanship reports a great balancing of business by this practice.

In 1940 he sold \$30,000 worth of electric housewares in the first six months; his total was \$106,000 for the year. In 1941 he sold \$71,000 worth in the first six months, and \$89,000 for the year. He sold \$36,000 in 1939 and \$109,000 for the whole year. His records since the war have borne out this balance.

Says Birch Vermillion, general sales manager for Knapp-Monarch Co., manufacturer of electric housewares, and who himself formerly was in show business: "The dealer who pays \$75 a month in rent does not realize that he is paying approximately \$50

for his windows and \$25 for the store. What he does with those windows is showmanship. I know a man who carefully set up a window with some glaring mistake in it. Then he advertised that he would give a prize to the first person catching the error. Folks had to come into the store and fill out a card to be eligible. There was several times normal traffic during the two weeks the window was in, each man thinking that he was the first to catch the error. From this traffic the dealers got a lot of contacts that otherwise he would have missed. Naturally, after awarding the prize he followed up on the other boys."

If a dealer has showmanship he will think up many different variations to make his store seem interesting and attention-getting all the time. Demonstrations fit in naturally with such a schedule as they turn the picture about.

Where would you get your demonstrator? The dealer's wife can step in and be taught the fine points about the appliance by the distributor's men. The job calls for no ballyhoo. In effect, she is the hostess to the store's guests—a pleasant job. *End*



"WE MUST REMEMBER TO LOOK AT AN APPLIANCE OR TWO BEFORE WE LEAVE."

Build a more profitable sewing machine department...



...with

*the one machine
that does everything,
has everything,
sells everyone!*

EXCLUSIVE DIAL-A-STITCH
SELECT ANY STITCH... DIAL IT... SEW IT! NO ATTACHMENTS NEEDED!

PFAFF

FAMOUS THE WORLD OVER SINCE 1862



● Here's one machine that sells itself on sight—because any customer can see its advantages at a glance! Never before has such convenience been offered to the home-maker. She can select any stitch—plain or fancy—as simply as dialing a station on her radio, with the exclusive Pfaff DIAL-A-STITCH.

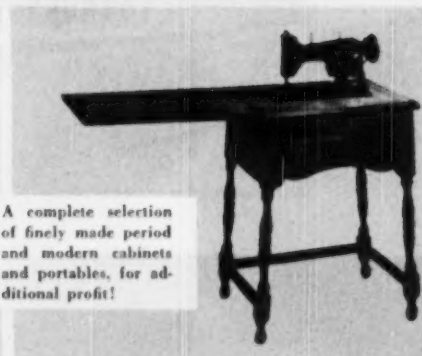
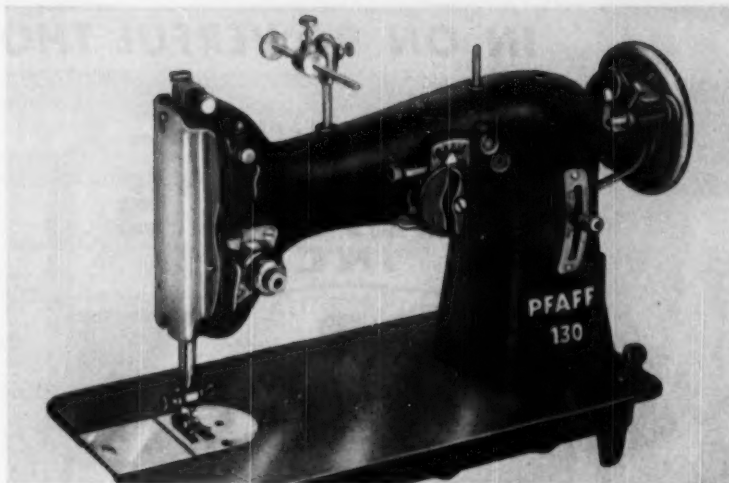
More than that, she has a wider variety of stitches to choose from—because the Pfaff will do anything that any other machine on the market can do—without extra attachments—plus a lot that no others can. Performance is guaranteed—parts and service are always available.

For the dealer, each Pfaff is a high-profit, high realization sale. Nationally advertised, it carries the prestige of a world-famous name. The Pfaff is now being sold in leading stores—backed with a complete promotion campaign. Today, your customers are demanding the best and most modern sewing machines available. It's smart merchandising to stock and sell Pfaff!

- Nationally Advertised!
- All leads secured from advertising turned directly over to dealers!
- A complete promotion program to help you sell!

For complete information on franchise write or call:

PFAFF SEWING MACHINE CORP. Dept. A9
39 CORTLANDT ST. NEW YORK 7, N. Y.



A complete selection
of finely made period
and modern cabinets
and portables, for ad-
ditional profit!

Thor

SELECTIVE DEALER

**THIS NEW THOR OUTDOOR SIGN
IDENTIFIES YOUR STORE WITH HUGE
1950 THOR DRIVE...HELPS YOU CASH-
IN ON POWERFUL THOR PROMOTIONS!**



A new type, eye-catching plexiglas electric sign—personalized with your store's name **AT THE TOP—IN LARGE 8 IN. LETTERS!** Economical to operate—easy to maintain—large, 3 x 4 ft. size. Order from your Thor Distributor or write Thor Advertising Department today.

THOR CORPORATION
Chicago 50, Illinois

Thor-Canadian Company, Ltd., Toronto, Canada

ASK YOUR

FRANCHISE PLAN *Means...*

- **FEWER *Thor* DEALERS!**
- **MORE *Thor* PROSPECTS FOR EACH DEALER!**
- **BIGGER *Thor* VOLUME and PROFITS FOR YOU!**

No doubt about it—the new Thor Selective Dealer Franchise Plan is the best money-making deal in the washer field today! Fewer Thor dealers — with bigger market potentials—are going to make greater Thor profits than ever before. The Thor Distributor in your community has *all* the profit details of this great Franchise Plan. Let him prove how it will pay and pay and pay for you!



Thor Single-Tub
Spinner Washer



Thor Wringer
Washers



Thor
Clothes Dryer



Thor
Gladiron



Thor Sink with
Clothes Washer and Dishwasher Units

THOR DISTRIBUTOR FOR FULL PROFIT DETAILS!

Turn a COOL prospect into a HOT customer ...with this SURE-FIRE LINE



WASHINGTON FRUGAL Vented Radiant Heater—Two Stage



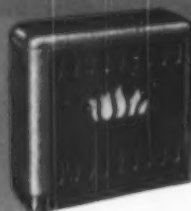
WASHINGTON FRUGAL Vented Heater—Three Stage

WASHINGTON Frugal GAS HEATERS



• More and more dealers are saying that the extra plus features built into every WASHINGTON FRUGAL Gas Heater are the reason for quicker sales, and greater profit. If you're interested in capitalizing on the present trend towards gas heating, phone your Washington Frugal Distributor or wire

GRAY & DUDLEY CO. Nashville 3, Tenn.
Established 1862



UNVENTED GAS HEATERS
Model # 4930, 30,000
B.T.U. Model # 4920,
50,000 B.T.U. Beautifully
finished in durable
porcelain enamel.

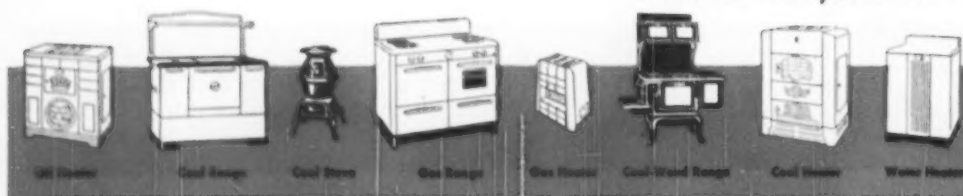
GRAY & DUDLEY CO., DEPT. E.

Please send literature and prices on the following:

- Washington Frugal Gas Heaters—Unvented
- Washington Frugal Gas Heaters—Vented
- Washington Frugal Vented Radiant Heaters
- Washington Frugal Gas Floor Furnaces
- Washington Frugal Oil Heaters

NAME
ADDRESS
CITY ZONE STATE

The most complete line!



He Trains His Own Salesmen

CONTINUED FROM PAGE 67

"We find people recognizing us when we call." All the men know that the bigger their volume this month, the more advertising they can have next month.

One Day In, One Out

The two teams alternate, one day in the field calling on prospects and making post-sale demonstrations for customers, followed by a day in the shop. Here they have every convenience for a thorough demonstration of any product. A soundproofed audition section contains all models of Magnavox radiophono combinations and is decorated into two comfortable home-like living rooms.

Follow ups and post sale demonstrations are left to the salesmen themselves.

Prospects are secured by leads from former customers, friends, and just plain doorbell pushing. Each man keeps his own prospect list and this is his own personal property. The fact that sales continue to ring the register is proof that these lists, though never full during the life of an active salesman, are at least kept ample.

"When I hire sales personnel I don't want a man already trained in selling by someone else," says Musburger. "A salesman, to do his best for me, should receive all his coaching in my methods and work according to my plans." To make certain that salesmen do work his way, Musburger employs a simple four-part formula:

1. "Tell 'em how to do it."
2. "Show 'em how to do it."
3. "Have 'em do it."
4. "Check 'em."

He advises any store using salesmen to hire them in even numbers. One alone may get discouraged, but a pair or more in equal teams can compete with each other, and inter-organization competition is a big incentive.

Another incentive is a good sales manager. Be he owner or employee, a man trained in sales management is a gilt-edged investment.

The above comes from Musburger's own experience with men at the wholesale level. An enthusiastic jobber's man can do much to help a dealer's morale. The dealer has to keep spirit in his men. And you can't take water from an empty well.

No Dead End

A retail salesman may think his job is just a dead end, says Musburger. "He should realize that a retail selling job with another firm, even at a higher commission rate, will not necessarily mean higher income. Many make the step and not a few, if lucky, find themselves stuck behind the counter. The field of advancement for retail salesmen is one that is always open to men who qualify. I refer to sales management. In an industry that must necessarily be hiring and training new men all the time there is always room for men who have schooled themselves in the field." End

ANNOUNCING THERMO JET Another Everhot Famous First!



WITH NEW MIRACLE DISC CONTROL

that gives temperature
range up to 50°... varies
air output up to 35%

Cool Cash for you

with hot new fan, heater, air
circulator Model No. 912



IT HEATS • IT COOLS • IT'S A GENUINE AIR CIRCULATOR

IT HAS EXCLUSIVE MIRACLE DISC CONTROL

IT'S ONLY \$19.95 • IT'S ANOTHER EVERHOT FIRST!

**ONLY
\$19⁹⁵
RETAIL**

Well, Everhot has another scoop in electric housewares news. Another famous Everhot "First" that will scoop in quick profits for you.

It really *beats*—and the new, exclusive Miracle Disc gives you as much as a 50 degree temperature range; the exact degree of heat you want. It really cools. It's an honest-to-goodness air circulator... the adjustable fan has a range of 1900 R.P.M. to 2300 R.P.M. It's an ideal multi-purpose appliance that meets a very wide need as a floor circulator or spot heater... air from a whisper to a wind. It's sturdily built, perfectly balanced and non-tipping. And styled for efficiency *plus* beauty. Note the name—Everhot "Thermo Jet" Model 912.

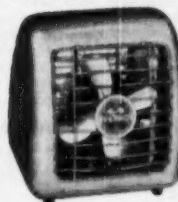
And—it's priced to carve out a whole new slice of the appliance market... priced for volume all year long. See your Everhot distributor today. Get with the newest Everhot *first* for a new high in heater volume!

See Our Representative About Special Dating and Anticipatory Discount Plan

OTHER EVERHOT FAMOUS FIRSTS

- FIRST** Electric Cooker
- FIRST** Finger Tip Roaster Cover Control
- FIRST** Steam Cooker-Canner (Conserve)
- FIRST** Interlocking Range Switch

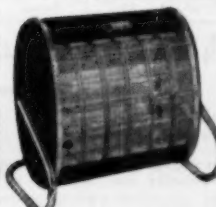
New....New....New....*TOO!*



**A BEST
SELLER AT \$9⁹⁵**

MODEL 911 AIR-FLO FAN TYPE HEATER

Warm, light brown enamel finish...smooth, flowing design...sturdily balanced. Copper plated fan and grill. Wattage 1320. AC only. Size 9 1/4" x 9 1/4" x 7 1/4". Shipping wt. 5 lbs. 4 oz.



**BETTER
THAN EVER \$14⁹⁵**

MODEL 817 RAY-VECTOR ROOM HEATER

New, improved...long-time favorite...fast mover. Beautiful new chrome plated stand. Use as radiant or circulating heater, now fully adjustable. Wattage 1320. AC only. Size 15 1/4" x 17 1/4" x 10". Shipping wt. 11 lbs.

Order Now for Early Delivery...Full Freight Allowed

NEW 40% DEALER DISCOUNT IN LOTS OF 6 OR MORE

THE SWARTZBAUGH MFG. COMPANY
Est. 1884 Toledo 6, Ohio

**Dealers!
Distributors!**

...here's an

ELECTRIC RADIATOR

that's different—more saleable . . .
and there are a few high potential
sales territories still open—



with such sales-clinching features as these:

. . . hermetically-sealed, non-freezing fluid heat which never needs refilling . . .
caster-mounted for convenient portability to any place where heat is needed . . .
can be plugged into nearest 110 volt outlet . . . does not "dry" air but provides
pleasant warmth . . . comes complete with fully automatic controls which provide
automatic shut-off at any desired degree temperature and save current . . . employs
immersion-type element that lasts a life time . . . available in three colors (grey,
walnut, ivory) to meet room decorations . . . no moving parts . . . fully guaranteed.

SIZES . . . RATINGS . . . PRICES

MODEL	WATTS	EDR Sq. Ft.	BTU RATING	Overall Length	SIZE ROOM	*FAIR TRADED RETAIL PRICES
R4	925	6.4	3160	10"	Corner	29.95
R6	980	9.6	3385	14"	Small	39.95
R8	1050	12.8	3585	17"	Medium	49.95
R10	1250	16.0	4400	21"	Large	59.95
R12	1500	20.0	5280	25"	Extra	69.95

110 Volt Standard — 230 V or DC available

All radiators overall height 21 1/2" x 4 1/4" wide. 4 tube. Shipped, assembled and sealed
at factory. Ready to plug in.

*Slightly higher in West

DEALERS:

If your distributor can't supply
you . . . get in touch with us direct.

DISTRIBUTORS:

Ask us for details of exclu-
sive territories now open.



WRITE
PHONE
WIRE

EASTERN METAL PRODUCTS CO
TUCKAHOE, N. Y. Phone TUCKAHOE 3-8000

They Stopped Ringing Doorbells

CONTINUED FROM PAGE 61

store has found that this is the only safe way you can work and come out with a profit. It is fair to the salesman, because he shares in any profit or loss on trade-ins he handles. A loss is posted to the account of the salesman and comes out of his cumulative commissions. Records are kept on trade-in refrigerators and all costs of refurbishing are jotted down. The salesman gets one half of the profit as a reward for his making a sale. On the average, where \$40 is allowed on a trade-in, the box must sell for around \$65.95.

Despite the fact that the store employs 15 service men compared to seven salesmen, the firm has had to give up advertising its repair work because so much business of this type has been brought in. Already Volkenant's has 50,000 customers on its books who purchase this service.

Chief bugaboo is the amount of service present day appliances take. Last year, said Roy Volkenant, they spent \$7,200 more on warranty business than they got from the factory. The factory supplies the parts, but the dealer supplies the labor, which is a far greater portion of the expense. Manufacturers are far less generous on warranty than they were before the war. "Nevertheless, we consider making an

appliance operate as part of our bargain and we take this loss. However, it should be added, any brand that causes excessive trouble is not long on our floor," says Ray.

Vital statistics on the store are as follows: From the start in 1919, the business grew to a volume of \$150,000 a year in 1940, has jumped to half a million a year in 1950. The store occupies a 55x100 ft. lot which cost \$25,000. It had a gross profit of 29.5 on its merchandise last year, and still only earned a two percent profit on the year's business, which is something Ray Volkenant would like to have called to the attention of people who want to get rich in the appliance retailing business.

Volkenant's carries its own finance paper, which means around 15 percent profit on the money. It considers the profit from time payments just as important as the actual sale itself.

"In a way, the amount of accounts receivable we carried in the past have prevented us from being overloaded," Ray Volkenant said. "We had all our money out on interest and simply couldn't buy in quantity. Perhaps if we had, we would have been wiped out by one of the price drops. As it was, the appliance paper paid off and we carry all we can get." End

Could an Electric Housewares

Store Make Money?

CONTINUED FROM PAGE 62

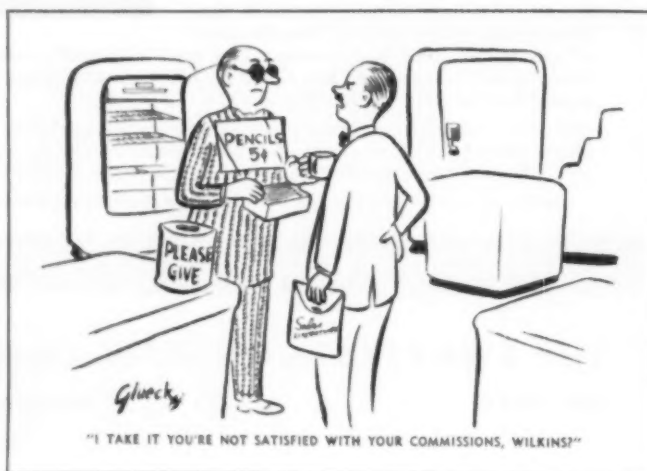
would vary with different types of retailing. Of course it would seem pretty certain that it requires a minimum of 1,500 sq. ft. of space for proper display. The average rent for this space in a good location would be approximately \$300 per month.

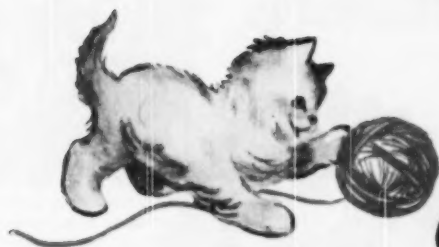
It can be definitely seen that anyone seeking to enter the small appliance field would require a minimum of \$10,000 to \$15,000 for properly handling his venture.

The success of this type of operation again depends on your location. In the downtown store the rent might be

\$700 or \$750. Under those conditions you might get your gross sales up to perhaps \$250,000.

Such a store would carry only items under \$50, says Mr. DeVale. It might have pressure cookers, mechanical can openers, carpet sweepers, bathroom scales and other associated items. Mr. DeVale feels the average appliance dealer is so busy with his major appliances that small electric housewares have been too much neglected. But in a store of their own they'd get the attention they deserve—and make a profit for the dealer. End





NEW!
To keep your
clock sales rolling...



SESSIONS
"KITTY-BELLE"
ALARM
No. 496A

Retail
\$3.95

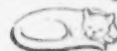
No. 496AL Same with luminous hands and numerals . . . \$4.95*
Sessions "Kitty-Belle" Alarm is 4" wide, 3 1/4" high, with 3 1/4" dial.

This new Sessions beauty is the latest sensation in a featured line of electric alarm clocks, among the most popular clocks of their kind.

The Sessions "Kitty-Belle" offers new and exciting modern styling in a new dainty size . . . at a just right price! Of course, like all famous Sessions Clocks it is dependable, smooth-running and kitten-quiet ("not even a pur-r-r!"). And best of all sales features, it has the patented Sessions "Tru-Bel" alarm—not a buzzer!

Right now, "Kitty-Belle" is just the alarm to wake up lazy sales for you! Better stock up now to benefit from generous national advertising!

NOT EVEN A PURR!



Sessions
Clocks

SELF-STARTING • ELECTRIC



THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT

In Chicago: The Merchandise Mart Plaza • In San Francisco: Western Merchandise Mart • In Canada: Northern Electric Co., Ltd., Montreal, P.Q.



Picture of a prospective customer deciding where to buy



AMERICA'S BUYING GUIDE
FOR OVER 60 YEARS

She uses the 'yellow pages' of the telephone directory like 9 out of 10 shoppers in your community... to find the products and services she needs... to save needless shopping trips... to save time.

You can turn more prospects in your direction by using the familiar 'yellow pages' to advertise your store. Your messages about the branded products and services you offer will go right into the homes in the community. They are within reach of prospective customers *just when they're ready to buy.*

The 'yellow pages' make "good looking" for your prospects and *good selling* for your products.

For further information, call your local telephone business office.



Sell Lighting Fixtures Over the Counter

CONTINUED FROM PAGE 76

tags handy is about all the job takes.

One of the peculiarities of a fixture business is its ability to attract trade from far out of a dealer's territory. There is a store in Little Rock, Ark., which sells crystal fixtures all over the state. People think nothing of driving over from Ft. Smith to buy and take home a chandelier. It is equally true with distributors. A distributing firm headed by Art Barit in Detroit has windows full of fixtures and picks up a large volume of business from it that would not normally come in the door.

It has been estimated by furniture stores that the average family buys two sets of furniture in its lifetime, one when it starts housekeeping, and the second after the children are grown. The old knocked around pieces are discarded. It has been guessed that families do even better than this on lighting fixtures because of the element of style. Wallpaper is changed frequently, as are decorations and the style element in fixtures causes them to become obsolete, even though serviceable. Best guessers estimate that a family will buy three complete sets of fixtures in a lifetime, and if the members become affluent, purchases may run even higher. Light fixtures are often purchased by the upper income classes and thereby attract a good trade to a store. *End*

How to Sell the Southern Farmer

CONTINUED FROM PAGE 75

upkeep and get the best results. Farming and growing skill are discounted heavily with the use of poor farming and growing equipment. Almost any farmer is open to persuasion on the argument that home improvement is subject to the same line of reasoning.

Sympathy Is Wanted

10. A show of sympathetic understanding of the farmer's personal problems. His well is different from his neighbor's; his wife's kitchen is different; his barns and cribs are different, and he appreciates specific planning or attention to fit his own needs. The farmer is the most independent man on earth and you can't fit him into an overall pattern. If you know the price of corn, the extent of the boll weevil damage or the best market for hogs, you're talking his language and the chances are, he'll talk yours when he wants appliances.

Summing up the results of the surveys and experiences of the three groups, it is apparent that the Southern farmer is a potential No. 1 customer for appliances in the next few years. It's up to the dealer from there. *End*

*First
Choice*

at newsstands—Ladies' Home Journal

*First
Choice*

in your store—Journal-advertised brands

No other magazine in the world can match the Journal's newsstand sales!* And no other magazine can match the Journal's influence on your women customers. 47.2% of them read the Journal.

STOCK—PROMOTE—DISPLAY—ADVERTISE THESE BRANDS HEADLINED IN THE JOURNAL FROM SEPTEMBER, 1949, TO AUGUST, 1950

Air-Way Sanitizer
Vacuum Cleaner
Arvin Automatic Toaster and
Electrical Appliances
Arvin Ironing Tables
Arvin Lectric-Cook
Arvin Portable Electric Heaters
Arvin Toaster and Lazy Susan
Cadillac Vacuum Cleaners
Caloric Gas Ranges
Casco Steam & Dry Iron and
Casco Electric Heating Pad
Club Coffeeware
Cory Coffee Brewer
Crane Bathroom Fixtures
Crane Sinks and Cabinets
Crosley Electric Range
Crosley Electric Water Heaters
Crosley Freezer
Davis Ironing Cord
Deepfreeze Refrigerators
Dexter Twin Tub and
Single Tub Washers
Dietz "Pioneer" Electric Lantern
Doray Defroster
Easy Spindrier
Electre Steem Room Humidifier
Electre Steem Vaporizer
Farberware Stainless Steel
Cooking Ware

Federal Enameled Ware
Fletcher's Roastwell
Roasting Pan
Frigidaire Automatic Washers
Frigidaire Electric Range
Frigidaire Refrigerators
G-E Automatic Toaster
G-E Refrigerator &
Home Freezer
G-E Refrigerator and Refriger-
ator-Freezer Combination
G-E Triple-Whip Mixer
Gibson Electric Range
Gibson Electric Ranges and
Refrigerators
Gibson's Refrigerators
Gilbert Food Fixer
Gilbert Whirl Beater
Haeger Lamps and Pottery
Hamilton Beach Mixer and
Mixette
Hardwick Gas Range
Hoover Cleaners
Hoover Iron
Hotpoint Automatic Dishwasher
Hotpoint Electric Ranges
Hotpoint Refrigerators
International Harvester
Refrigerators

Johnson's Waxes and Wax
Electric Polisher
KitchenAid Mixer and
KitchenAid Electric Coffee Mill
KitchenAids
K-M Liquidizer & K-M Products
K-M Pop-Up Toaster and
Electrical Appliances
K-M Pop-Up Toaster and
Waffle Baker
L & H Lectro-Host Electric Range
L & H Lectro-Host Home Freezers
L & H Lectro-Host Refrigerator
Lewyt Vacuum Cleaner
Magic Chef Gas Ranges
Maytag Washers
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro-Matic Electric Percolator
Mirro-Matic Pressure Cooker
Mirror Aluminum Utensils
Monitor Aerator Washer
Motorola Portable Radio
Motorola Table Radio
Motorola Television-Radio-
Phonograph
Necchi Sewing Machines
Nesco Electric Roaster and
Kitchen Utensils and
Containers

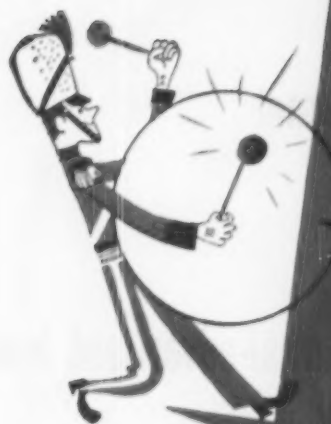
Norge Gas Range
Norge Refrigerator
Norge Washer
NuTone Door Chimes
Perfection Electric Ranges
Philco Refrigerator
Philco Refrigerator and
Electric Range
Presto Cookers
Presto Vapor-Steam Iron
Proctor Household Servants
Revere Ware
Rid-Jid Ironing Tables and
Ladders
Rival Products
Royal Vacuum Cleaner
St. Charles Kitchens
Sunbeam Coffeemaster
Sunbeam Ironmaster
Sunbeam Mixmaster
Tappan Gas Ranges
Toastmaster Hospitality Set
Toastmaster Pop-Up Toaster
Toastmaster Toaster and
Hospitality Set
Toastmaster Waffle Service
and Hospitality Set
Toastwell Electric Toaster
Tracy Customized Kitchens

Universal Coffeematic
Universal Electric Blanket
Universal Stroke-Sav-r Iron
Universal Toaster
Verplex Lamps and Shades
Wear-Ever Aluminum
Cooking Utensils
Wear-Ever Aluminum
Pressure Cooker
West Bend Aluminum
Gifts for the Home
West Bend Electric Percolator
Westinghouse Frost-Free
Refrigerators
Westinghouse Home Appliances
Westinghouse Light Bulbs
Westinghouse Refrigerators
Whirlpool Automatic Dryer
Whirlpool Automatic Washer
White Sewing Machine
Youngstown Kitchens
Zenith Clock-Radio
Zenith Radio-Phonograph
Zenith Radio-Phonograph-
Television and Radios
Zenith Television and Radios
Zenith TV Radio-Phonographs,
Television Consoles
and Radios

LADIES' HOME

Journal

*More newsstand copies bought per issue than any weekly
or any other monthly—ABC averages, 12 months, 1949



Here it is...

The New Leader Line!

**Westinghouse
TELEVISION**



- *Leader for Features
- *Leader for Style
- *Leader for Price

NEW MODELS IN ALL
POPULAR BRACKETS

Try this headliner in your store
Model 624T16, THE SUTTON,
16-inch rectangular
black tube television

*Only \$199⁹⁵**

PLUS TAX

Complete with **ALL** Features ... Built-In
Antenna, Single Dial Control, Advanced Wide
Band IF, $\frac{1}{3}$ less power consumption plus *all*
of the features marking larger sets in the line.

SEE COMPLETE NEW TELEVISION
AND RADIO LINES AT YOUR
WESTINGHOUSE DISTRIBUTOR'S,
OR WRITE

Sales Manager, Westinghouse Electric Corp.
Television-Radio Division • Sunbury, Pa.

YOU CAN BE **SURE**...IF IT'S

Westinghouse

*Suggested list price slightly higher in West and parts of South.

ELECTRICAL MERCHANDISING News

Appliance Exhibitors Find Markets Quiet; Buyers Concentrate on Promotional Items

New video lines cause flurry of interest as prices continue down; market leaders turn down "quarterly" market proposals

AS far as appliance men were concerned, there was little marketing done at the Chicago summer markets late in June.

Most of the buying activity centered around the furniture exhibits with crowds noticeably thinner on the appliance floors. There was, as usual, a flurry of interest in television, but even this was dulled somewhat by the delayed introduction of several leading lines. And Philco had chosen the eastern seaboard to introduce its new line.

Many appliance manufacturers are apparently coming to regard the markets as more of a common meeting ground than as an opportunity to write orders. In many cases new lines are unveiled earlier in the year at regional showings which can draw more retailers. Most of the order writing is done by distributors contacting dealers throughout the year. When market time rolls around there's little to be done but be on hand to contact department store buyers and large dealers and distributors who habitually attend.

There's a definite value to this process; enough so that many firms feel justified in displaying at the markets regardless of what volume of business they write.

There are, of course, exceptions to this situation. Some firms depend on the market for orders on their lines, particularly promotional models. This is especially true of a group of washer manufacturers.

Veto. During the markets, officials voted down a proposal that the showings be held four times a year instead of the current schedule of only summer and winter markets.

Price levels aroused the most interest at the television showings. Generally speaking the prices slid down one level, with 16-inch sets now available at the price asked for a 12½-inch model at the winter markets. The fluidity of the price situation was emphasized early in the market when one manufacturer placed a new line on display without having established price levels.

There were few new models in the appliance booths, some having been introduced previously, some obviously still being held under wraps. An exception was in the heating device field. The only really new appliance turned up in the form of an electric baby cradle rocker.

On display were the following:

FURNITURE MART

Admiral Corp. confined their new showings to the TV line, 18 models, in 16 and 19-in. table and consoles and

combinations, including a 14-in. combination with 3-speed phono. *Altorfer Bros. Co.* was showing its new automatic washer with "Centric" agitation. *Barton Corp.* had four new full-skirted conventional type washers, larger tubs featured, also two new clothes dryers in gas and electric models. *Bendix Radio* was showing its new line of some eight models, table, console and combinations in 14 and 16-in. rectangular dark tube sizes.

Coleman Co. showed new single and dual wall circulating gas heaters, a 70,000 BTU Shallowflow gas furnace and upright 60,000 and 55,000 BTU oil space heaters. *Duo-Therm Div.* had

their line of Mayfair gas space heaters recently added to their line, plus a 53,000 BTU oil space heater and the Power-Air fuel-saver blower. *Estate Stove* added two new combination ranges, electric-coal and electric-oil with lamp and timer to their line. *Fresh-Aire Co.* has added a 12-in. floor hassock circulator and a deluxe series in the 8 and 10-in. Fanette, also 8 and 10-in. window fan with snap-out Fanette. *General Air Conditioning* came out with a 4-cu. ft. office type refrigerator in mahogany or oak enamel, formica top, 4 ice trays. *General Electric's* new combination refrigerator with Alnico magnetic doors in

8 and 10 cu. ft. size, Redi-cube tray, roller vegetable drawers, was on display.

Since the January showing *Gibson Refrigerator* has added an 18 cu. ft. home freezer with 2½ cu. ft. sharp freeze with food protection plans. *Hamilton Mfg. Co.* had on display the #950-E plug-in dryer and the 1100-G automatic ignition gas dryer, rounding out their line of dryers. *Holland-Rieger Div.* of *Apex*, added the model 1707 wringer type washer with automatic timer control 9 lbs. dry capacity. A lower priced cylinder tank cleaner model 41 has been added to the *Hoover Co.* line, plus a deluxe model with attachments (No. 62), a floor polisher with light, waxer and buffer pads, and a hand cleaner made in England. *Horton Mfg. Co.* showed a new model #500 automatic washer with selector dial, 10-lbs. dry weight. At the *Hot-point* showrooms refrigerator models in the two-zone and convention types with Super-Stor shelves in door were shown. *King Refrigerator Corp.* had its new 7 ft. refrigerator #70 with chiller shelf and refrigerated crisper. *A. J. Lindemann & Hotervon Co.* had their Diamond Jubilee range, with gold handles, on display, plus two new refrigerators in 7 and 9 cu. ft. size with full-width freezer shelf. *Majestic Mfg. Co.* showing included fully automatic electric-wood, coal or oil combination ranges. Four new television sets were shown by *Motorola, Inc.* including 16-in. table and console models and 14-in. rectangular tube console. *Mercury Record Corp.* showed eight models in TV, 16 and 19-in. in straight television consoles and combinations.

Noblitt-Sparks Industries Inc. prefaced their showing with a national convention. *Norge Div.* had an innovation in an all-electric ignition gas range for top burners plus the electric oven lighter. Also shown were two "Lifetime porcelain" 8 cu. ft. refrigerator models with across-top freezer and side freezer, a new all-automatic pressure open-roll wringer type washer, 9 lb. capacity, with timer and pump optional and a self-defrosting refrigerator under \$200. *One Minute Washer Co.* had its new No. 748 model wringer type washer on display.

(Continued on page 116)

The Jury Decides



JUDGES for the Bendix "two millionth washer" window display contest choose the winners. From left to right are Sidney Godell, the Arvey Corp.; Ralph Jones, "Retailing Home Furnishings," and Tom Blackburn of ELECTRICAL MERCHANDISING. Top prize in Class AA competition went to the Carl Co. Schenectady. J. W. Hale Corp. of Manchester Conn. won the Class A division.



ENJOYING COOKIES served up by Nell Snively are J. H. Wimberly, Superior Distributing, and M. R. Rodger and Corley Kirby, both of Crosley.



SAMPSON DESCENDS on Hamilton exhibit. Above: Jack Frohlich, C. H. Rippe, J. Rosenthal, R. G. Halvorsen, Mrs. R. J. Hoag, J. A. Taylor and Tom Cavanaugh.

Summer Markets Draw Appliance Men to Chicago



TWO COMPETITORS discuss the Nash-Kelvinator display. At left is E. L. Farquharson of Landers, Frary & Clark. Fred Mitchell of Frigidaire is with him.



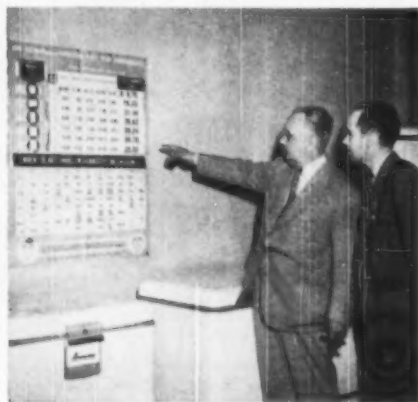
BATTERY MATES on the Royal vacuum cleaner promotion are J. L. Mahan and Edwin A. Hamala, newly appointed assistant sales manager.



WATCHING A BALL GAME at Motorola exhibit are W. R. Dabney Dick Gottlieb, Bill Alkire, John Briscoe and Hal Biddle, all of Ironrite.



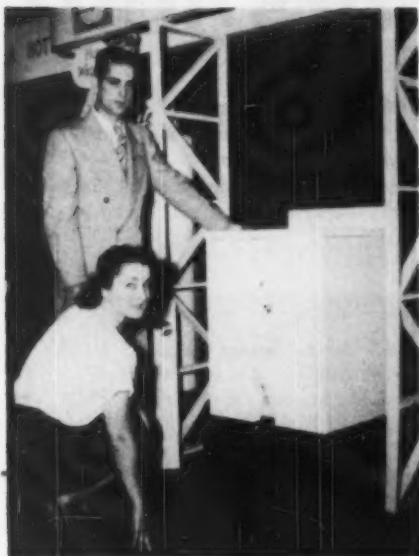
CAUGHT EXCHANGING NOTES during the show were E. L. Farquharson of Landers, Frary & Clark, and John Wicht and Paul Moynihan of Blackstone.



WALL CHART explaining how to save money with freezer is shown off by E. L. Hinchliff and Merlin Morris, sales and advertising managers for Amana.



MONEY GRAB is pulled off by Mrs. Clara Kibler at the Coolerator booth. Holding the bowl for her is district manager J. Morgan Jacobs.



LITERALLY TAKING a White water heater apart is Jerry Henning. Kneeling for a closer look at the process is Mrs. Gloria Doerschner.



MODEL Joanne Carley does some clowning in an effort to draw attention to this array of Whirlpool and Admiral appliances.



MANUFACTURER Henry Altorfer checks on the operation of new ABC-O-Matic washer, put on display for first time at the market.



SECRETARY GONE for the day, shirt-sleeved Joe Mountain of American Central tackles the problem of typing his own letters.



L. O. REESE of Armstrong Products puts his feet up in the air and relaxes with an associate during a lull in Market activities.



A NEW HOME sewing machine is put through its paces for Joe Huggens, Spear & Co., Pittsburgh, by Ed LeVie.



GROUPED AROUND L & H's anniversary range are W. C. Lindemann, vice-president and secretary, H. J. Berman, first v.p., and E. A. Lindemann, president.



ENTHUSIASTIC OVER the new Simplex clothes dryer was Joe Grashans, shown here demonstrating the unit to Berkeley Elwood of Washington, D. C.



THE BRADLEYS of Chicago, currently doing one of the best selling jobs in the city on wringer washers, are shown here as they visited the Speed Queen booth.

"It put more dollars into

That's the way Bill Gianatasio, manager of Hales' Radio and Appliance Store, San Jose, California, summed up the results of their second LIFE promotion.

This store combined with the adjoining Hales' Depart-



◆ In the Radio and Appliance Store, W. P. Anderson, salesman in the radio and TV department, said, "This LIFE event is really something. I can't think of a better way to tell our customers that we carry ALL the national brands which they read about every day in LIFE."

◆ "I go out of my way to tell my customers about the current advertising in LIFE," said O. L. Webster, salesman in the major appliance department.

"In fact, I even show them the advertisement in the magazine itself. Anything to impress the national brand idea goes a long way toward making the sale!"



◆ "This LIFE promotion," said Bill Gianatasio, "certainly proved to be the well-known 'shot in the arm' that was needed to help brighten the store and put the sales force in a sales-minded mood. It put more enthusiasm in their selling and all year 'round LIFE stimulates selling enthusiasm!"

◆ And in the Department Store, housewares and small appliances were well represented in the promotion.

Said Lawrence Ward, sales promotion manager of Hales' Department Store, "This LIFE promotion each year is planned as our *strongest* vehicle to publicize our nationally advertised lines!"

the cash register!"

ment Store and Food Store in a simultaneous promotion of LIFE-advertised products. The traffic and sales in all three outlets were so successful that Hales' management decided to extend the promotion an additional two weeks!



ELECTRICAL MERCHANDISING—AUGUST, 1950

For extra dollars in your register
—feature these
LIFE-ADVERTISED PRODUCTS!

MAJOR APPLIANCES

- Aug. 7 G-E Refrigerator—page, color
- Aug. 14 G-E Dishwasher—page
- Aug. 21 Frigidaire Refrigerator—page, color
- Kelvinator Refrigerator—page, color
- Universal Appliances—1/2 page
- Aug. 28 Kalamazoo Stoves—spread, color

SMALLER APPLIANCES AND HOUSEWARES

- Aug. 7 G-E Sandwich Grill & Waffle Iron—1/2 page
- Coughlan De Moist—1/4 page
- Saf-T-Hed Thumb Tacks—14 lines
- Aug. 14 G-E Toaster—1/2 page
- Aug. 21 Dixie Cups—page
- Coughlan De Moist—1/4 page
- Aug. 28 Glidden Paint—spread, color

HOME FURNISHINGS

- Aug. 7 Bird Floor Covering—page, color
- Firestone Foamex—page, color
- Koroseal—page, color
- Welsh Juvenile Furniture—1/4 page
- Lane Cedar Chest—1/4 page
- Perm-A-Lator Wire Insulator—56 lines
- Aug. 14 Englander Mattress—page, color
- Dan River Sheets—page, color
- Consider H. Willett Furniture—1/2 page
- Harvard Hollywood Beds—1/4 page
- Lane Cedar Chest—1/4 page
- Aug. 21 Playtex Pillows—page
- Aug. 28 Cannon Sheets—1/4 page

RADIOS, TELEVISION, RECORDS AND INSTRUMENTS

- Aug. 7 DuMont Television—page, color
- RCA Home Instruments—page
- Zenith Radio—1/4 page
- Aug. 14 G-E Television—1/2 page
- Lester Piano—1/2 page
- Aug. 21 RCA Home Instruments—page
- Aug. 28 DuMont Television—spread, color
- Motorola Radio—page, color
- Zenith Radio—page, color
- Spartan Radio—1/2 page

JEWELRY, CLOCKS AND WATCHES

- Aug. 21 Westclox—1/4 page
- Aug. 28 Swiss Federation of Watch Manufacturers—page, color
- Swank Men's Jewelry—1/2 page, color
- G-E Clocks—1/2 page

SILVERWARE

- Aug. 14 Holmes & Edwards Silverplate—page, c.
- Aug. 21 Reed & Barton Sterling Silverware—1/2 page, color
- 1881 Rogers Silverplate—1/4 page

CAMERA SUPPLIES AND OPTICAL GOODS

- Aug. 14 Ansco—page
- Aug. 28 Eastman Kodak—page, color

LIFE

9 Rockefeller Plaza, New York 20, N. Y.



Attic fan performance at 1/2 the cost! . . .

The NEW Koolmaster® Awning Fan offers a chance to retail complete home ventilating for less than \$100.00—with a bigger margin of profit for the dealer.

It means ventilating for more homes—at the average home owner's price level, with easy installation (only a screw-driver and wrench are necessary for quick assembly).

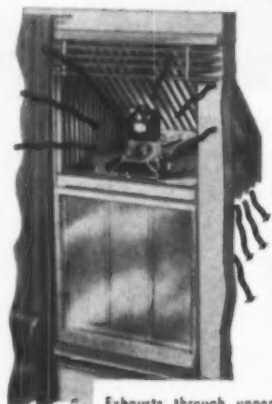
It means—quicker sales and more profits for the dealer.

It means—less mess and bother—the Koolmaster Awning Fan is a package unit. Ships flat—at 40 lbs. No more storage problems.

The Koolmaster Awning Fan offers extra protection against the sun with its aluminum housing. Runs quietly, on rubber mounting, for a few cents a day. Doesn't disturb the appearance of the room—fits to outside of house. No more altering or defacing building.

with the NEW
**Koolmaster
Awning Fan**

U. S. PATENT
NO. 2247276



Exhausts through upper half of window, and downward on outside of house.



Doesn't disturb the appearance of the room.

Specifications

- 26" axial type fan with Torrington "Verified" blades.
- Width of housing 21 1/2" — will accommodate itself to windows 28", 30", 32" or 36" wide.
- Ball bearing fan shaft bearings.
- 5500 C. P. M.
- 1/4 H. P. heavy duty vertical shaft motor.

*Registered Trade-Mark

Write today for complete information — Dept. EM

AIR EQUIPMENT CO.

1713 West Carroll Avenue

Chicago, Illinois



Appliance Exhibitors Find Markets Quiet

CONTINUED FROM PAGE 111

In the kitchen cabinet field, Pulley Mfg. Co. have cabinets in six pastel shades, with counter tops in many colors, plus a 54-in. sink, 54-in. over-sink wall cabinet, 42-in. wall cabinet newly added, plus a buffet-cabinet which fits into the kitchen theme. Phillips & Buttorff Mfg. Co. were showing their 4-unit electric range No. 3438, a departure from their 3-unit plus deepwell model, and also a 40-gal. table top electric water heater. Simplicity Ironer has added a new chrome Ironette carriage for their portable ironer. Spanton Radio-Television Div., Sparks-Washington, had a complete new line of television models from 16-in. table to 19-in. black-tube console models. Portable, table and combination radios were also shown. Speed Queen Corp. showed an improved wringer type washer, plus new gas and electric dryer.

Tappan Stove Co. had on display their new line of five electric ranges, from an apartment size to divided top deluxe models. Westinghouse Electric Corp., showed a deluxe electric range, the Commander, in the single and double oven models. They will feature the Super Corex heating element which heats four times faster than standard surface heating units.

MERCHANDISE MART

As at the Furniture Mart, not much was evident in entirely new models; refinements, redesign of some features, and rounding out of lines constituted the procedure of most manufacturers. Amana, just two days at their new location here, are now in production on the 9 ft. two-temp refrigerator with anodized blue aluminum liner interior. Air King, in the R. H. Rasmussen space, was showing 12-in. to 19-in. table model television, 19-in. TV console, also 16-in. combination radio-TV-phonograph, and a 16-in. all metal table TV set. American Central Div., added colored tops for counter cabinets to their line in six colors in thermo plastic, a continuous top in 33 to 72-in. in 3-in. increments, a new corner utility bin, 24-in. maple counter top for chopping etc., and new sealer strips for cabinet tops. Apex-Rotorex Corp. showed a new Roll-a-Way portable dishwasher, a new gas dryer and a console ironer, #4401, with 26-in. roll. Carrier Corp. displayed 9.2 and 12.5 cu. ft. chest type freezers, 15 and 30 cu. ft. upright freezers, window model room conditioner in 1/2 to 1 hp. capacity, console room conditioners in 1/2 to 1 hp., plus their Humidry dehumidifier in 1/2 and 1 hp.

Coolerator Corp. had its first showing of three commercial freezers in the 10.3 and 18 cu. ft. lift top, and 16 cu. ft. glass top models. At the Crosley Corp. space portable radios in six colors, a new range SDD-O single oven, auto timer, deep well, plus a home barbecue attachment which can be used on the 1950 model ranges, and six new colored tops on kitchen freezer were being shown. Deep-freeze Appliance Div., has added a double-oven range in the deluxe class, giving five models in their range line. Dexter Co. has added model 506-E to its line of wringer type washers, with Sealed-Heat feature which keeps water hotter and gets clothes cleaner. A

new model #507 has been added to the Easy Spindrier line, as has a console ironer, #151, with improved shoe and mechanism, according to Easy Washing Machine Corp. Elgin Steel Kitchens has added a redesigned 66-in. sink cabinet with recessed front. Eureka Vacuum Cleaner Div. has added a disposable bag to its upright model. Florence Stove Co. has added a new line of oil space heaters in five models, 35,000 to 70,000 BTU, and a new line of gas ranges.

Free-Westinghouse Sewing Machine has added a Queen Anne console #629 ALC head, walnut and mahogany, and the same model in New Home NLC, plus model #500 in lined oak desk model with NHR head, and 52-F portable in the lower priced line.

Magnavox Co. had some 15 models in its television line to show callers, ranging from a 14-in. table model to a deluxe combination in all finishes and cabinet styles, including an 18th century breakfront. Perfection Stove Co. featured oil space heaters in 30,000 to 68,000 BTU, two electric ranges, single oven #1036, apartment size #1020 with electric outlet and three surface units, plus an electric water heater in 52-gal. capacity. Remington room air conditioners, in 1/2, 1, 1 and 1 1/2 hp. sizes, in window and floor types were shown in the R. H. Rasmussen space. Rutenber Electric Co. display included a Marion 4-unit, 20-in. apartment range, and a redesigned #400 deep fryer. Sessions Clock Co., have added two Westminster mantle chime clocks, wall clocks, and a "switch clock" or timer. Five wringer model washers have been added to the Whiteway line in the 8 and 10-lb. capacities, handled by R. H. Rasmussen here.

New here is the Whiting Appliance Co. div., Baltimore Porcelain Steel showing a 9 cu. ft. refrigerator with 38 lb frozen food compartment, also a 7.5 cu. ft. model, plus an air conditioner-room cooler, and home freezers in 8, 12 and 17 cu. ft. sizes.

Free Ad



ARKANSAS' governor Sidney McMath and his wife admire the Bendix laundry in the state's new governor's mansion. Over 65,000 persons visited the house (and saw the laundry) during a four-day open house.

Du Pont announces a **NEW** finish for refrigerator interiors

**Now you get twice
the sales punch**

...with



...plus



More than 20,000,000 refrigerators have gone into homes all over the world with a washable, mar-resistant DULUX Enamel exterior finish! Can there be any more convincing proof of DULUX sales appeal? Is there any wonder dealers everywhere point to the DULUX seal to establish quality fast in the minds of difficult prospects?

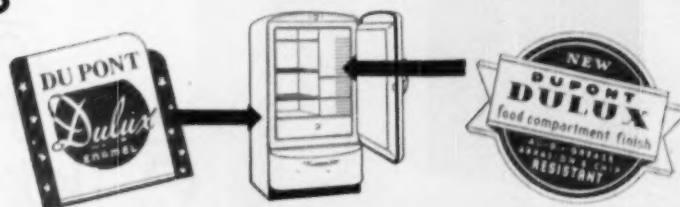
Now you can put just *twice* the impact into your sales talk . . . when pre-tested DULUX Enamel—identified by the DULUX Enamel seal—is on the refrigerator's exterior . . . AND . . .

. . . **NEW DULUX Food Compartment Enamel**—identified by a special new seal of its own—is on the refrigerator's interior!

DULUX Food Compartment Enamel is an amazing development of Du Pont research that has thoroughly proved itself in exhaustive laboratory tests and in thousands of refrigerators now in home use. Be sure your manufacturer supplies DULUX-finished refrigerators with *both* DULUX seals. If you don't ask for them when you buy you can't feature them when you sell!

USE THESE SEALS TO CLOSE YOUR DEALS

**"DULUX" IS AMERICA'S LEADING
HOME-APPLIANCE FINISH**



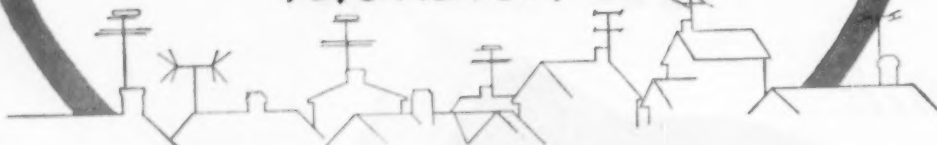
DULUX Refrigerator Finishes

It's a sell-out sensation!

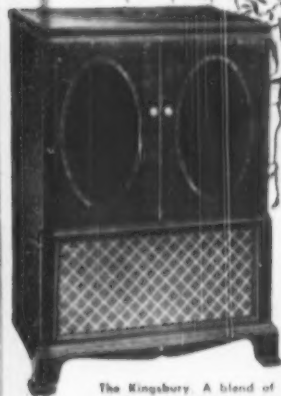
RCA VICTOR

MILLION PROOF

television



PROVEN IN OVER A MILLION HOMES



The Fairfield. Magnificent 16-inch console adds distinction to any home-setting. You'll name it the finest television, the finest furniture...and it's priced for you.

The Kingsbury. A blend of dignity and modern furniture design. Big 16" pictures are all modern—the clearest, steadiest Eye-Witness view ever achieved. 6T66.



The Kent. Something different, something finer in 16-inch television—a conveniently complete furniture-ensemble. TV's favorite pictures in a high-style setting, at a new, low price. 6T54.



The Highland. Finely styled, and its big 16-inch screen shows you the finest view in television—Million Proof Eye-Witness pictures. 6T65.



The Provincial. Authentic French Provincial-style cabinet—Million Proof 16-inch television. There's no finer—anywhere. 6T76.



The Regency. Open these beautiful doors and you'll say, "The clearest, most modern television in the world!" 16-inch pictures are steady—locked in place. 6T74.



The Modern. One glance, and you'll know nothing could be more new-fashioned. Swivel cabinet can be turned to give you the best view of television's most popular 16-inch pictures. 6T75.

16-inch picture

Favorite size in America's favorite television



The Newport. Tops in table-top television! 16 inches of clear, steady Million Proof pictures! A value only RCA Victor can offer. 6T53.

TV's top
12½-inch
values



The Cumberland. Happy choice for period or contemporary rooms. The perfect choice for viewing pleasure, the budget choice in 12½-inch consoles. 2760.



The Shelby. Compact, maroon-plastic cabinet that's one-fourth smaller than previous 12½-inch sets. Matching Console Base at slight extra cost. 2T51.



19-inch pictures
—almost as big as these 2 pages

The York. RCA Victor television's biggest view... 19-inch screen. Exclusive Million Proof features. Matching Console Base is optional, extra. 9T57.

The Milldale. 19-inch Eye Witness pictures, thrillingly lifelike, in a cabinet of 18th Century elegance. Its performance is equally fine—Million Proof television—Styled to match. 9T77.



The Northampton. Superb—from the pictures on its huge, 19-inch screen to the last detail of its exquisite English Regency cabinet. 9T79.



It's almost unbelievable! Even with our factories smashing record after record, even with the greatest output in our entire history rushed to the field—the cry for more swells louder than ever. RCA Victor Million Proof Television is a sell-out success. Proven in over a million homes. More wanted than ever before. That's why the 18 brand-new TV models, RCA Victor's newest and finest, speak for themselves as television's most complete, most profitable line. Million Proof RCA Victor Television is today's living proof of bigger-than-ever profits for you.



TV-Radio-Phonograph
Combinations

The Fairfax. Superb 16-inch Eye Witness television plus AM radio, automatic changers for all-speed records—all in one distinguished cabinet. One of RCA Victor's newest combinations. 6T84.

The Hartford. 16-inch television, luxurious AM-FM radio, RCA Victor "45" and a second changer for 78 and 33½ rpm records. Extended tone range, too, for more life-like music. 6T87.



The Somervell. An invitation to pleasure—at an invitingly low price. Beautifully grained doors conceal 12½-inch Million Proof television, AM radio, automatic record changers for all speeds. 2T81.

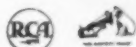


The Sedgwick. 19-inch Eye Witness television, AM-FM radio, 2 automatic record changers. Extended tone range makes music more alive, more realistic. 9T89.



The Rutland. Traditional setting for up-to-the-minute entertainment! 16-inch television, AM-FM radio, and changers for all-speed records. Extended tone range adds depth and brilliance to music. 6T86.

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA



WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

it's as simple as....



Making big profits on water heaters is as easy as adding one and one. All you need is a superior line—the performance-proved DWW, and some sure-fire selling ideas—like those in DWW's Merchandising Plans. These smart, practical plans show you how to make permanent installations of DWW by selling your customers on the things they want most in an automatic electric water heater.

Here are some of the important features homeowners look for and get in D. W. Whitehead Automatic Electric Water Heaters: Plenty of clear hot water • Economy • Trouble-free performance • Advanced design • Precision engineering • Gleaming enameled casing • Table-top models for extra work space, upright models to conserve floor space • Adjustable thermostats • Extra-thick Fiberglas insulation • Underwriters' approved heavy wiring • Double extra-heavy galvanized steel tank • Heat trap to prevent back circulation in piping • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Cathodic protection by magnesium rod • Easily removable porthole cover • Chromalox immersion heating unit. **D. W. Whitehead**

also features an exclusive baffle at cold water inlet. This prevents mixing of hot water by incoming cold, insuring consistently even water temperature and greater economy of operation.

DWW Electric	20 gal.	30" x 48" copper-bearing galvanized steel tanks, cathodic protection optional.
DWW Electric	30 gal.	37" x 20"	
DWW Electric	40 gal.	37" x 22"	
DWW Electric	50 gal.	37" x 24"	
DWW Electric	66 gal.	60" x 36"	
DWW Electric	80 gal.	72" x 36"	
DWW Electric	120 gal.	72" x 30"	
DWW Electric	30 or 50 gal.	36" x 24"	Chromalox elements, single or double, wattage to meet any utility requirements
Table Top	30 gal.	24" x 24" x 36"	
	40 gal.	25" x 25" x 36"	
	50 gal.	25" x 25" x 36"	

Nationally Advertised
LIBERAL 10 YEAR GUARANTEES
ON EXTRA-HEAVY COPPER-BEARING
GALVANIZED STEEL TANKS
WHEN ORDERED
WITH CATHODIC PROTECTION

A TYPE AND SIZE FOR EVERY PURPOSE

D.W. WHITEHEAD

D. W. WHITEHEAD MFG. CORP. 607 West Ingham Ave., Trenton 8, N. J.



JOSEPH ELLIOTT, RCA's vice-president for consumer products, asked distributors to give closer team work "to TV dealers who have proved they can deliver the goods."



MANUFACTURERS called to the speaker's table to answer questions from the floor included Stanley Ford, vice-president of Chicago Electric Mfg. Co., and Ralph Z. Sorenson, manager of the table appliance division, Westinghouse.



ACTIVE DEBATE was stirred up by distributor Harry Alter's declaration that price guarantees "have a tendency to retard the advancement and development of the industry," lead to bickering between makers, wholesalers, dealers.

Panel Discussions Stir Debate at NAED Convention

Distributors at 42nd convention discuss TV, specialty selling, price guarantees



RESOLUTION advocating specialization of sales forces brought forth a floor comment from C. A. D'Elia, D'Elia Electric Co., in support.



WHY DON'T TV manufacturers forget year-long service contracts and go on a 90-day warranty basis, Bob Gross of Gross Distributors asked Mr. Elliott.



WORRY over the future of television was expressed by E. J. Rueth, Frankelite Electric Co., who asked Mr. Elliott for some assurance of continuing profits.



"WE OUGHT to have help from manufacturers to keep electrical dealers as the primary outlet for electric housewares," L. B. Mangione told speakers.

NEW APPLIANCES need the attention of utilities to be properly introduced to the consuming public, said E. B. Ingraham of Times Appliance, New York.

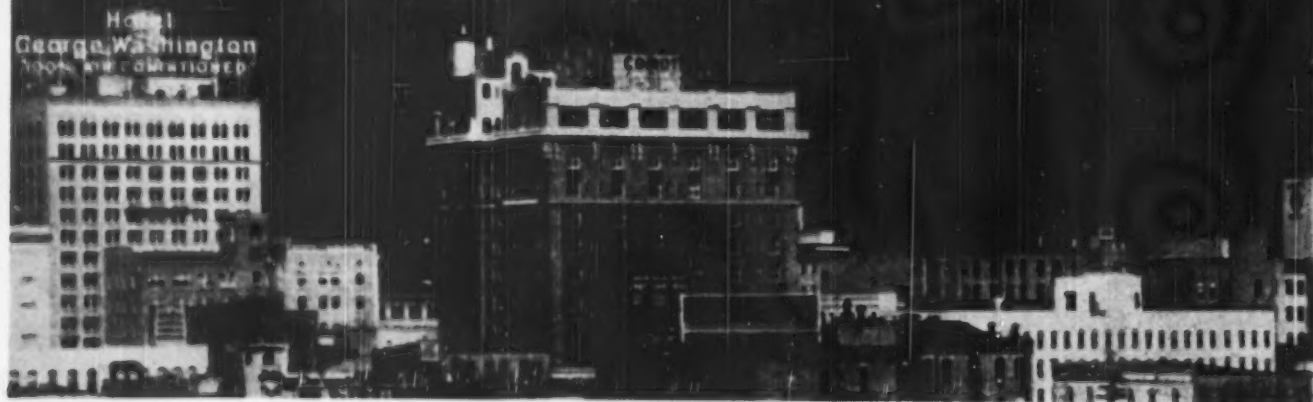
MIDWESTERN SLANT was introduced to floor discussions by Sam Rosenthal, treasurer of Hyland Electric Supply, Chicago.

DISAGREEMENT with Harry Alter on price guarantees came from Percival Stern, Interstate Electric, who claimed they discourage price cutting. F. E. Stern, of Stern & Co., Hartford, and a member of the board of governors of NAED, listens. Later, F. E. Stern took a turn of his own at the mike.



FLASH!

IN SEPTEMBER NORGE LAUNCHES
THE MOST ELECTRIFYING PROMOTION
YOU OR ANY APPLIANCE DEALER
HAS EVER SEEN





GET READY...GET SET!

It won't be long before Norge blows the whistle to start the greatest money-making promotion ever.

It's the most daring, imaginative, dramatic, money-in-your-pocket promotion...**ANY**...appliance manufacturer has ever unleashed! A terrific traffic and sales builder!

And you—you, the Norge dealer—you are the man who is going to reap the harvest. A bumper crop of **SALES!**

Norge dealers will receive full details from their distributors. You'll agree it's the biggest, hottest promotion that ever packed your store with prospects.

NORGE DIVISION, Borg-Warner Corporation
Merchandise Mart Plaza, Chicago 84, Illinois

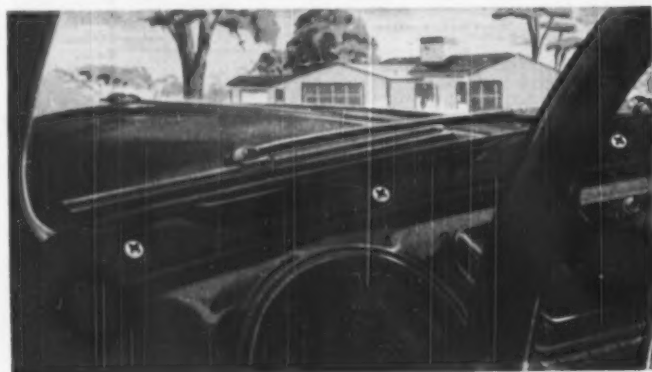
NORGE



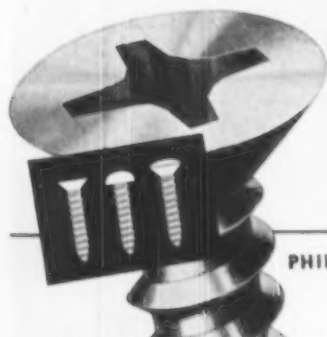
Can you find the clue...



...to quality? X marks the spot...



Yes! a PHILLIPS SCREW



THIS FAST-MOVING AD, one of a series appearing in The Saturday Evening Post, urges 14 million readers to look for Phillips Screws — the clue to quality. Found not only on today's automobiles but on radios, refrigerators, washers, lamps... wherever screws are used. Show your customers the clue to quality... it's a real sales-clincher! X marks the spot.

PHILLIPS Cross-Recessed-Head SCREWS

on sale at hardware, automotive and mill supply outlets

Made by AMERICAN SCREW • BLAKE & JOHNSON • CAMCAR • CENTRAL SCREW • CONTINENTAL SCREW
• ELCO TOOL & SCREW • GREAT LAKES SCREW • H. M. HARPER • NATIONAL LOCK • PARKER-KALON
• PHISOL • ROCKFORD SCREW • SCOVILL • SHAKESPEARE • SOUTHSTONE HOWE • WALES-BRECH

NAED Convention

CONTINUED FROM PAGE 121



CONGRATULATIONS to new NAED president, W. G. Peirce, Jr. (second left) were extended by I. W. Danforth, F. E. Stern and Raymond Rosen.



ALL TALKS weren't amplified, as this between-sessions chat between R. L. Brown of WESCO, N. Y., and H. E. Rasmussen, Peerless Electric, proves.



ALL WORK is no fun, agreed H. L. Clary, Norge's new vice-president in charge of sales, and Ed Froelich of Warren-Connelly, New York, Norge distributors.



BETWEEN-SESSIONS conversations were brief, vigorous. R. C. Litchfield of Graybar talks distribution with H. G. Blakeslee, president of Cory Corp.



END OF CONVENTION found W. B. Meek of WESCO, honorary member J. G. Johannesen and R. J. Brown, vice-president of G-E Supply, in last-minute talk.

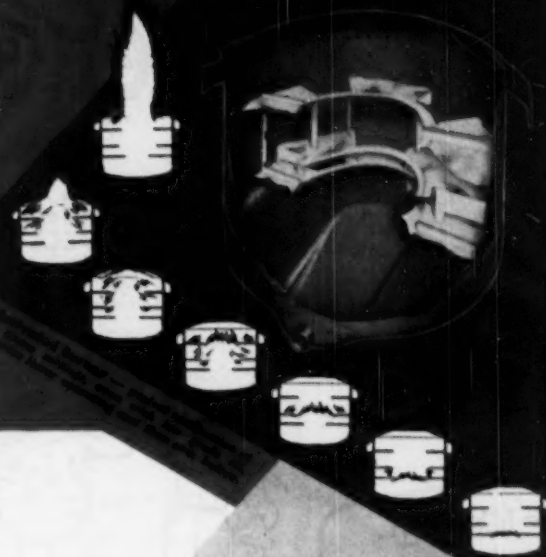
You'll make *more money* with
Preway
 the
 oil burning circulator that
puts the heat on sales

A parlor powerhouse — you'll find that phrase best describes Preway space heaters, the oil-burning circulators that outperform all others in the industry. That's strong language, but it's factual — and it's facts, demonstrable facts, that turn sales your way.

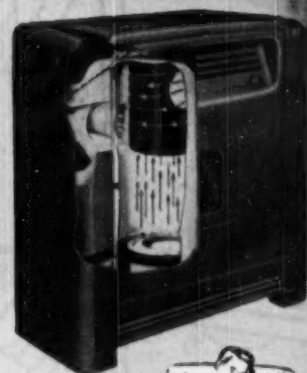
From this approach — alert engineering — look at Preway's patent-applied for Air-Activated Burner with Thermo-Zone Burner Ring, Preway's exclusive Heat Miser, Preway's Weather Wizard forced air blower — sales gold that you can easily convert into business profits. Each one of these features leads the industry, beats the best that others offer — and you can show your customers the reasons why.

With all of this, plus a price that competition must meet, the Preway line gives you a golden opportunity to put the heat on the booming space heater business in your town. Get behind this fast-moving line — made by the fastest-growing company in the space heater field — one of the big three. Write today for full information.

PRENTISS WABERS PRODUCTS CO.
 9850 SECOND STREET, N., WISCONSIN RAPIDS, WIS.



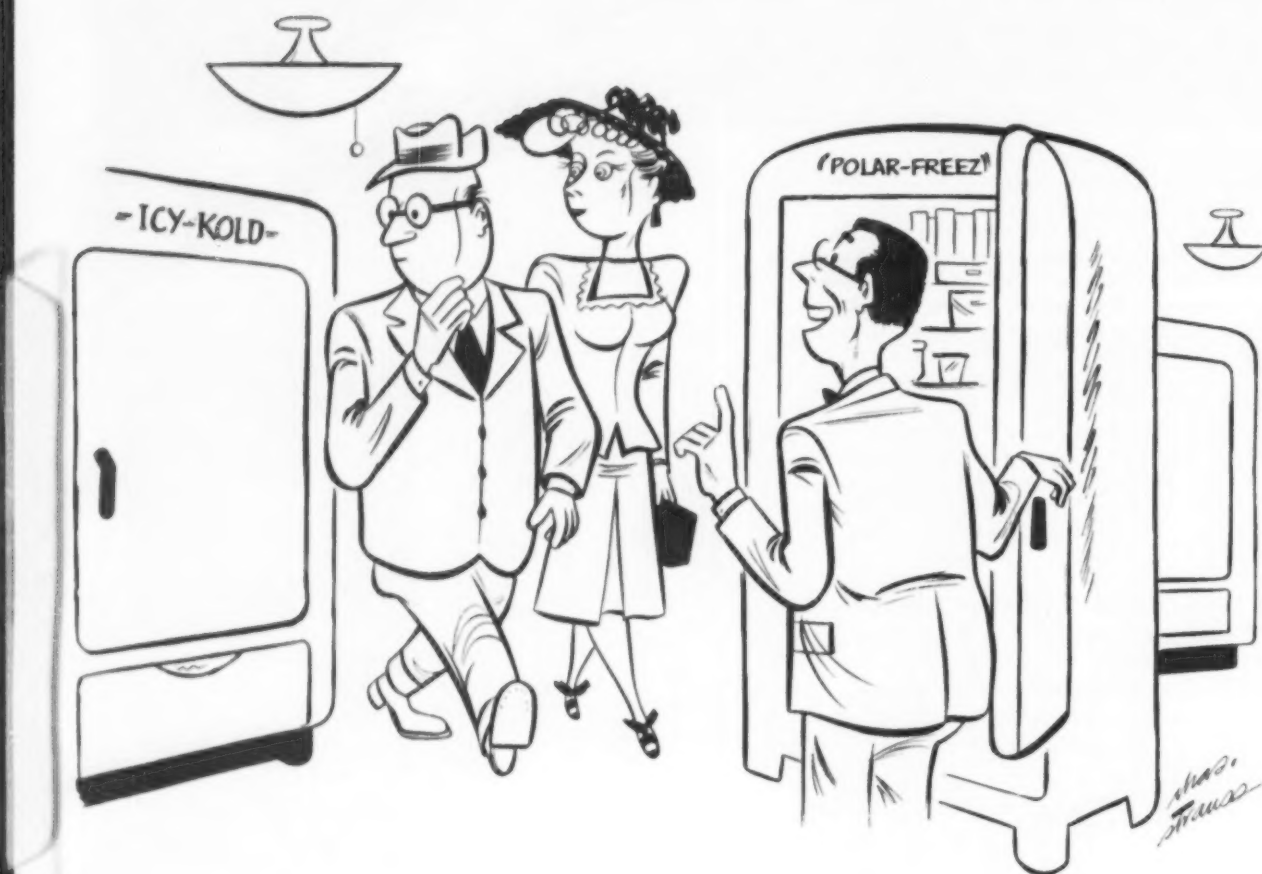
Heat Miser — a fuel saver that substantially adds to heating capacity.



Weather Wizard — a blower attachment that increases heating efficiency, optionally available.



The Dealer who doesn't push isn't playing ball on "Your Team"



From Manufacturer to Consumer — A Product Sale Story

Before a product goes to market and its final sale it goes through many processing and sales stages — designing, manufacturing, wholesaling, and then to the eventual consumer. Of all those stages, four stand out in importance. Each is essential to an effective merchandising campaign — two of them indispensable where actual sales are concerned. They are shown in the chart below and . . .

HERE THEY ARE

The Important Segments reached by ELECTRICAL MERCHANDISING

MANUFACTURER (A reader also!)	WHOLESALE	RETAILER	CONSUMER
----------------------------------	-----------	----------	----------

← Story of a Sale from Beginning to End →

Your Product...

Do some of "your" dealers deliberately sell interested customers away from your product? They can do it easily and without a single unethical word or damaging statement.

Perhaps the dealer doesn't always realize that he converts the prospects created by *your* consumer advertising into sales for your competitor. Maybe he's off "Your Team" for understandable reasons. It may just be that he's better sold on your competitor's product. It may also be that he's not familiar with your selling features — salesmen shirk demonstrations when they aren't sure of selling points. Are they sure of yours?

When all your sales meetings are over, give a month-to-month diet to your dealers in their favorite trade magazine. Here you can be sure they get your message exactly as you want them to without erosion. All investigations show that dealers are particularly interested in *your* advertising if they are franchised for your products. Sell him your features. Once or twice isn't enough and you can't do so too often. Remember that on most sales floors your product stands shoulder to shoulder with two or more competitors who also employ national consumer advertising and sales training programs.

ELECTRICAL MERCHANDISING is the greatest promotional force in the appliance-radio-television industry today. Your promotion should be there each month.

Remember... The local dealer is considered an expert!

The local dealer's customers and prospects are generally his neighbors and friends and when they buy they look to him for advice and assistance on what is the best buy for their money. They know he is an expert and understands the important features of all the products he sells. If he should just say, "It's all right and can do a fairly good job," you can bet they'll buy something else. This unenthusiastic type of selling won't happen on your product if you keep your dealers sold on your product and on their toes with all the latest information. Use the dealers' preferred trade publication, ELECTRICAL MERCHANDISING, and you can be sure your sales curve will stay up.

Readers of

ELECTRICAL MERCHANDISING are *retailers (and wholesalers) of major appliances, electric housewares, radio and television sets and scores of related products and accessories. These products are bought with thought, usually with considerable family-wide consultation (Note: Here's where consumer advertising pays off). The products sold to the public by this group of retailers are sold with dealer advice and endorsement. They will not move without this important dealer ingredient. And they must have proper wholesale set-ups to facilitate it.*

ELECTRICAL MERCHANDISING—AUGUST, 1950

To reach dealers in
APPLIANCE — RADIO — TELEVISION STORES
DEPARTMENT STORES — FURNITURE STORES
HARDWARE STORES — UTILITY MERCHANTISERS

tell your product story in

● **ELECTRICAL** ●
MERCHANDISING

A MCGRAW-HILL PUBLICATION

• 330 W. 42nd ST., NEW YORK 18, N. Y.



NICHROME[®]

has been rated "tops"
by Sepco
for 35 Years

35 years!—that goes back to 1915. Woodrow Wilson was President; women could not vote; Babe Ruth was an unknown... as was the saxophone.

All of which gives the measure of Nichrome's partnership with Sepco—and of Sepco's continued confidence in this quality Driver-Harris electrical alloy.

"35 years ago," says Sepco, "we made the first storage type electric water heater." It was an innovation that was to influence American life more than most of the head-lined events of 1915. And ever since that pioneering triumph, Nichrome has teamed with Sepco's alert engineering to build progressively better water heaters year after year.

Thus today you find the latest model Sepco an outstanding product, a premium value.

Its unique Hot Center Convactor (a 4-ft. Nichrome heating unit that extends the length of the tank), its snap-action Immersion Thermostats, and its exclusive Helical Diffuser for spiralling incoming cold water to proper heating position, result in water heating efficiency that's unsurpassed.

Referring to the all-important heating element, Sepco states: "We use Nichrome because its high degree of quality reliability not only helps us to achieve a top-notch water heater, but leaves us free from concern about field failures or high service costs."

If your manufacturing sources are not already using Nichrome for the appliances you handle, take to heart the lesson provided by Sepco and profit by asking them to do so.

Nichrome is manufactured only by

Driver-Harris Company
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco
Manufactured and sold in Canada by
The B. GREENING WIRE COMPANY, LTD., Hamilton, Ontario, Canada



*T.M. Reg. U. S. Pat. Off.



CHARLES R. PRITCHARD



JOHN W. MYERS

Wesco, Gesco Elect New Presidents

Two of the nation's biggest electrical distributing firms elected new heads in late June. Charles R. Pritchard was named president of General Electric Supply Corp. and John F. Myers was elected president of Westinghouse Electric Supply Co.

Mr. Pritchard succeeds John L. Busey, who has been elected a G-E vice-president and placed in charge of marketing policy for the parent company. Mr. Pritchard was formerly manager of marketing for G-E's appliance and merchandise department.

Mr. Myers succeeds David M. Salsbury who several months ago asked he be relieved of his position so that he could return to the West Coast for the sake of his family's health. He now becomes vice-president in charge of Texas and Pacific Coast operations for WESCO. Mr. Myers has been Washington branch manager and Middle Atlantic district manager for WESCO and most recently was manager of Westinghouse's new consumer product factory branches in the Middle Atlantic district.

Stoker Manufacturers Name C. T. Burg to Presidency

C. T. Burg, president of the Iron Fireman Corp., was elected president of the Stoker Manufacturers Assn. for the coming year at the group's annual convention in Chicago in June. Assisting him as vice-president is L. C. Dubs while T. A. Crawford was elected secretary-treasurer. Marc G. Bluth was re-appointed executive secretary.

Directors include B. O. Fink, George W. Graham, Frank Hoke, J. M. McClintock, C. P. Meredith and Claude A. Potts. Messrs. Burg, Dubs and Crawford are also on the board.



How Superflame Dealers Sell Space Heaters By The Hundreds!

**Superflame Loaded Both Barrels . . . Heavy Dealer
Stocks Cleaned Out . . . Sales Hit New High**

THEY'D never seen anything like it. From every part of the country came similar success stories. "Sold entire stock first day of promotion."—"Sold 65 Superflames the first day."—"Sold 80 Superflames the first week."

Last fall, Queen Stove Works, Inc. teamed up with their distributors and dealers and developed a new kind of sales promotion on Superflame heating appliances that opened everyone's eyes. Just how successful it was is evidenced by the fact that four weeks after the promotion started the factory was operating round-the-clock trying desperately to keep up with the flood of dealer orders that kept pouring in. And all this happened at a time when space heaters were available in almost unlimited quantities.

How It All Happened

Last summer, the prospects for fall space heater sales didn't look good. Some brands were being dumped at sacrifice prices. Officials of Queen Stove Works, Inc. decided to reverse the trend and to launch a startling, new, aggressive all-out promotion. In order to make this promotion one of the greatest in space heater history, they decided to offer their new Superfan portable blower (regular list price \$34.95) as a gift to purchasers of any Superflame Space Heater or Floor Furnace selling for over \$59.95. Shortly before August 1st dealers were supplied with complete sales kits containing window banners, counter cards, newspaper mats, etc. Immediately after receiving these kits, dealers started their advertising. What happened after that is a matter of history.



"The most successful newspaper advertising we ever did!" is typical of reports received from Superflame dealers. Pictured above is one of the powerful newspaper mats included in the "Gift Superfan" promotion kit.

Superflame Dealers say:

These are excerpts from just a few of the hundreds of dealer letters of appreciation in our files.

"Thanks for being FIRST WITH THE MOST. 'First' with the best oil heater promotion deal—and 'most' for our oil heater customer's dollar. We sold more Superflame Oil Heaters than in any previous years." (Signed, L. W. Johnston, Johnston's Hardware, La Platte, Missouri.)

"... the best money making deal that was ever offered a dealer. This, with the Fuel-Saver feature, enabled us to out-sell and out-demonstrate all heater competition! The day the ad broke we sold 53 heaters, and that is profit!" (Signed, Stewart Greenley, Greenley's, Flint, Michigan.)

"Sales resistance and competition were overcome with this promotion. Your advertising aids were an honest inducement to raise sales." (Signed, S.R. Passell, Premium Coal & Oil Company, Cincinnati, Ohio.)

"Our sales of Superflame Heaters for 1949 were over 250 units. Thanks to the 'Gift Superfan' Promotion! We never had anything break like this! Our first day we made 14 sales." (Signed, Anton Christensen, Christensen's Appliance Stores, Ames and Nevada, Iowa.)

"The 'Gift Superfan' Promotion met with tremendous acceptance. Approximately two carloads of Superflame Space Heaters sold proves it! We were able to out-sell—out-punch—and out-profit competitive stores." (Signed, Thomas C. Young, President, Big Four Hardware Stores, Inc., Love's Park, Illinois.)

Dealer Profits Hit All-Time High

Dealers who had never been able to sell space heaters in August were selling them by the dozens—in some cases by the hundreds. Never before in the history of Queen Stove Works, Inc. had such a volume of heaters been sold in such a short period of time. As a result, September 1949 was the largest single month in the history of the company. A check of Superflame dealers revealed that this promotion enabled them to capture, in some cases, up to 95% of all space heater sales in their area, last year. Even dealers who had sold a consistently high volume of space heaters during previous years reported phenomenal increases.

Trade-In Problems Solved

Dealers who were faced with trade-in problems found an easy solution by referring to the fact that the customer would receive the \$34.95 Superfan without cost with the Superflame purchase. "... we made money on every trade-in" is typical of reports from Superflame dealers.

Offer Repeated—1950 In The Bag

The tremendous success of this promotion last year made its repetition this year imperative. Early reports from Superflame dealers show that the 1950 promotion will be bigger and better than ever. As evidence of how Superflame dealers feel about this promotion, future orders already have the factory working on around-the-clock basis.

Two New Lines Added

In addition to oil space heaters and oil floor furnaces, the 1950 "Gift Superfan" promotion includes the new lines of Superflame "Gas-Saver" Space Heaters and "Gas-Saver" Floor Furnaces.

Promotion Now Under Way

Superflame dealers throughout the country are already marking up new, early season sales records with this "Gift Superfan" offer. Complete advertising and sales kits have been distributed to all Superflame dealers containing all of the material necessary to make 1950 their greatest Superflame year.

Superflame's

**AMAZING OFFER IS BREAKING
ALL SPACE HEATER SALES RECORDS
NOW!**

**You Give
A \$34.95 Superfan
WITH A Superflame
OIL or GAS HEATER
or FLOOR FURNACE!**
(SELLING FOR OVER \$59.95)

**Superflame
DEALERS REPORT
"Gift Superfan" OFFER
BIGGEST MONEY-MAKING
PROMOTION EVER STAGED!**

**Superfan
A FORCED AIR HEATING SYSTEM
FOR YOUR CUSTOMERS NO CHARGE!**

Superflame dealers again scoop all competition with this irresistible offer! This amazing promotion means that you can offer your customers: ... (1) A Saving of \$34.95! ... (2) The world's most versatile air circulator AS A GIFT! ... (3) A forced air heating system NO CHARGE! No wonder it's the greatest heating appliance promotion of all time. Dealer reports prove that it means easier sales, faster sales and MORE NET PROFIT for you!

**COMPLETE ADVERTISING AND
SALES KIT FURNISHED**

The SUPERFLAME "Gift Superfan" promotion is completely planned for you. No red tape! No complicated details! You, too, can set new sales and profit records with SUPERFLAME!

**QUEEN STOVE WORKS, INC., Dept. EOB
ALBERT LEA, MINN.**

I want to know all about this sensational "Gift SUPERFAN" offer. Please rush full details and name of my nearest distributor.

Firm Name.....

Address.....

City.....State.....

By (name).....

**SPECIAL MESSAGE
TO ALL OIL OR GAS
HEATER DEALERS:**

Extra profits are yours with SUPERFLAME! Don't waste time with slow movers. Sell the Superflame line—the line of great products that will win you the biggest sales! Get the complete Superflame "Gift Superfan" offer.



**So simple
So safe
So easy to clean
(AND SELL)**



TK Monotube's "See-for-yourself" Advantages Cinch Sales

Show a "shopper" how Monotube's exclusive Swivel-Action makes it the most easily cleaned unit ever made, and she becomes a buyer—pronto! Cleaning is as

simple as 1-2-3, and as fast! Flick up coil. Remove triangular support. Wipe drip pan. That's all! No hard-to-get-at supports or braces to scrub—thanks to Monotube's simple, anchorless, one-piece coil. Prospects are quick to appreciate this easy-to-demonstrate feature.



"Hidden" Wiring and Terminal Blocks Another Sales "Plus"

Monotube's special, sealed-sleeve construction conceals and protects all lead wires. No exposed wiring to accumulate dirt and grease. Homemakers unfamiliar with terminals and lead wires, appreciate this added protection. Even when the pan is removed, wiring is not exposed. Women like this, feel safer . . . you sell more ranges.



Monotubes Give Fast, Uniform Cooking Heat

Fast because the rugged, flat coil provides up to 52.8% more contact with cooking utensils. Uniform because the entire coil is hot at any speed. No "hot-spots" or "cold-spots". No cold coils to heat and no hot coils to cool when turning from one heat to another. No special positions to remember. The "family chef" has as much or as little heat—uniform heat—as she wants simply by turning the switch.

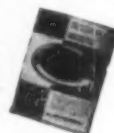
And—that's not all! Homemakers get other wanted features; you get more sales "closers" with Monotubes. Simplest construction! Long, trouble-free service! Lower cost cooking! That's why most manufacturers now equip their ranges with Monotubes—the units that help sell ranges.



Monotubes "Up" Service Department Profits—Eliminate Service "Headaches"

Monotubes give "new range" performance to old ranges, are quickly and easily installed. No complicated installation, no call-backs, no special, apt-to-be-misunderstood instructions to give the housewife. Monotube replacement units come in the TK Monopack, a complete merchandising package that will bring you new profits. Ask your distributor—or write us direct.

GOT YOUR COPY? New catalog gives complete information on TK Monotubes, explains how to install in all ranges. Write now for this free, helpful data.



TK Monotubes Boost Sales

TK ELECTRIC HEATING PRODUCTS STAND ALONE IN ALL WAYS!

TUTTLE & KIFT, INC.

1823 N. MONITOR AVE., CHICAGO 39, ILLINOIS • A SUBSIDIARY OF FERRO ENAMEL CORPORATION

Scheduled Meetings

U. S. INT'L TRADE FAIR

Coliseum, Amphitheater, Navy Pier
Chicago, Ill.
August 7-19

WESTERN HOUSEWARES SHOW

Biltmore Hotel
Los Angeles
August 27-30

ALLEGHENY COUNTY FAIR

Electric Building Exhibit
Electric League of Western Pa.
South Park, Pittsburgh, Pa.
August 31-September 4

PACIFIC ELECTRONIC EXHIBIT

West Coast Electronics Mfrs. Assn.
Municipal Auditorium
Long Beach, Cal.
September 13-15

NATIONAL TV AND ELECTRONICS EXPOSITION

69th Regiment Armory
New York
September 23-30

CANADIAN ELECTRICAL MFRS. ASSN.

Annual Meeting
General Brock Hotel
Niagara Falls, Ont.
September 27-29

NATIONAL TV AND ELECTRICAL LIVING SHOW

Coliseum, Chicago
September 29-October 8

WESCO Announces Plans For Farm Family Nights

Encouraged by the success of last year's promotion, Westinghouse Electric Supply Co. has announced plans for the second year of "farm family nights", a highly successful 1949 promotion aimed at rural consumers. Over 67,000 persons attended last year's 225 meeting; 500 such meetings are planned for this year.

Farm family nights consist of a two hour program, conducted by a dealer, in which educational films, demonstrations, entertainment, door prizes and refreshments are combined to promote sales of home appliances and farm productive equipment.

Westinghouse makes available invitation letterheads, prospect cards, newspaper ad mats, sample publicity releases and radio spots, pennants, product displays, motor and wiring demonstrators and films and booklets. WESCO experts on wiring, lighting and home economics are available for participation in the plan.

Veteran Manufacturer Of Cleaners Dies

Julius Tuteur, one of the founders and later president of the Electric Vacuum Cleaner Co., died June 15 in Cleveland at the age of 87. When the Electric Vacuum Cleaner Co. was bought by General Electric in 1945 Mr. Tuteur became chairman of its board.

CURRENT FAVORITES

for lively fall selling!



GILBERT FOOD MIXER

Includes food chopper, juice extractor, 2 bowls and built-in power outlet for other attachments. Control knob flicks to any of 16 speeds for every mixing job. Powerful selling point: the exclusive Gilbert swivel bracket permits beaters to swing from side to side while in use for more thorough mixing. Lifts from stand for one-hand use. Other Gilbert Mixers: same as illustrated without food chopper (Model B 29); without food chopper or power outlet (Model B 28).



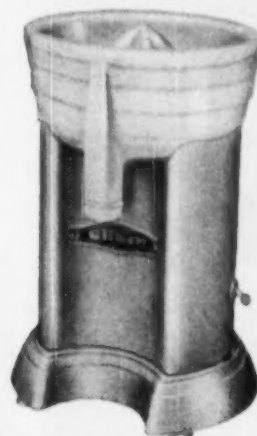
GILBERT HAIR DRYER

No hair dryer like this gleaming golden Gilbert-made beauty that delivers giant volumes of hot or cold air. Handily packaged in a plush blue velvet box, it's a perfect gift item any time of year. Detaches from gold-finish stand (included). Don't miss out on this one. It's a "self-seller" — sure!



GILBERT TWIN-NYLON WHIRLBEATER

Plenty of selling punch here! Twin beaters of sturdy, flexible nylon (nothing like 'em on the market!)—whip up everything from delicious drinks to smooth mashed potatoes. Weighs only 1½ lbs., yet is rugged enough for many heavy mixing jobs. Fingertip switch. Packs in its own wall bracket. Also available with bowl and stand. (Model B 157).



GILBERT JUICE EXTRACTOR

Extra power for extra sales! This juicer out-performs ordinary extractors because it's powered by a rugged brush Universal-type motor. Rotating reamer squeezes every last drop from oranges, grapefruit, lemons—in a jiffy.

Plug GILBERT
ELECTRIC APPLIANCES



EN MASSE, Philco bigwigs parade down boardwalk to Convention Hall for opening meeting. Left to right: J. T. Buckley, board chairman; James H. Carmine, executive vice-president; William Balderston, president; and Larry Gubb, former board chairman.



SPURRED by dramatics of Carmine, distributors assembled in Atlantic City for two-day convention and introduction of new products preceding dealer convention, stand to take oath to put major sales effort behind Philco merchandise. Because big audience in huge Convention Hall couldn't have seen actual merchandise well, new models were presented by full-color slides thrown on screen.

Philco Convention Opens Battle for Fall TV Sales



ELABORATE DISPLAYS, carefully guarded until after meetings, were crowded by distributors who wanted to examine merchandise for themselves.

TRANSLATIONS of speeches were made on the spot and transmitted through earphones to distributors from Mexico, most of whom spoke little English.

The 1500 distributors and 5,000 dealers who swarmed into Atlantic City in June as guests of the Philco Corp. got, in addition to lavish entertainment, a stiff dose of top-flight merchandising pressure. When the parades, beauty contests, wrestling and boxing bouts and water carnivals were over, Philco officials jubilantly reported that wholesalers had written orders for over \$100,000,000 worth of merchandise. More significant to the industry at large was Philco's open challenge for leadership in television sales, signified by a 35-set TV line which included one of the first 16-inch sets of a major maker to sell at under \$200.



CLIMAX of TV presentation was demonstration of Philco's new remote control system by Larry Hardy, head of radio, TV division. Gadgets cost about \$50.

HAPPY MUGGER, Tom Kennally, president of refrigeration division, presented new refrigerators, got lei draped around neck by California distributor.

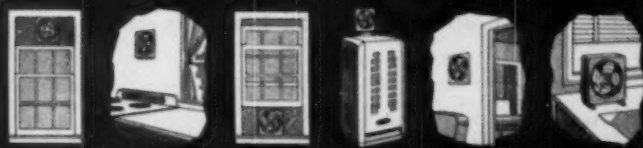


APPLIANCES played second fiddle to TV at convention, but Philco introduced two new refrigerators. This one, an 11-footer (model 1102) lists for \$299.95.

ADVERTISING MANAGER John Gilligan (with glasses) made the rounds of exhibits, talked to distributors about advertising scheduled following Labor Day.



The Evans Humidifan can be easily installed on Evans home heaters. It costs no more than an ordinary space heater fan, yet can be used these 6 ways:



1. Window exhaust fan. 2. Wall exhaust fan. 3. Window circulator. 4. Healthful moist heat. 5. Ventilator between rooms. 6. Desk fan.



NOW... THE AMAZING **EVANS HUMIDIFAN**

**THAT WILL BOOST YOUR HARD GOODS PROFIT
AND ENABLE YOU TO SELL HOME HEATERS
12 MONTHS A YEAR!**

Now, for the first time in the industry, you can extend your home heater selling season right around the calendar. Evans gives you a sure-fire combination deal that will keep heaters moving out of your sales inventory long before and long after the regular selling season.

You get two big product values to sell—the Humidifan and the great Evans home heater line, with proven features that customers want. You sell them in a combination deal that's packed with sales punch 12 months a year.

**EVANS HOME HEATERS
OFFER YOU THE POWERFUL
SALES ADVANTAGE OF
FLOOR LEVEL HEAT**



3. Home heater, gas-fired,
50,000-65,000 BTU input
(blower optional).

4. Home heater, oil-fired,
31,000 BTU output.

Whatever your prospects want—gas, oil, home heater, water heater, furnace, floor furnace, commercial heater—you can sell them with Evans, the most complete line in the industry.

• Furnaces (forced air or gravity), gas-fired and oil-fired.

- Home heaters, gas-fired and oil-fired
- Floor furnaces (standard and de luxe), gas-fired and oil-fired.
- Water heaters, gas-fired and oil-fired.
- Commercial heaters, gas-fired and oil-fired.



EVANS

PRODUCTS CO.

HEATING AND APPLIANCE DIVISION

PLYMOUTH, MICHIGAN

HERE'S THE DEAL!

A small down-payment permits the customer to take home the Humidifan ... now! He uses it to keep cool during the hot weather. Then, on the first cold day in fall, you deliver him his choice of Evans home heater and install the Humidifan for winter use. He gets 12-month home conditioning.

Boost into the peak heating season with Evans' promotion with a complete package of material that will bring prospects into your store. It includes sample brochures, color floor displays, and a complete window display.

EVANS AIMS 100% FOR LEADERSHIP

How Arvin helps you make more sales...



**Manufacturer of popular
ARVIN appliance uses INCO NICKEL ALLOYS
to insure the kind of performance
that builds customer loyalty**

This Arvin Automatic Toaster is designed to protect your future sales of other dependable Arvin products.

It is built with long-lasting Inco Nickel Alloys for certain vital parts.

The escapement, main pop-up, and inspection springs are Inconel®.

Small as these parts are, they're mighty important. Either they stand up—or the toaster falls down on its job.

But there's no question of failure with Inconel. It retains spring properties despite heat. It's rustproof. It resists corrosion.

Says Mr. E. A. Farr, chief engineer at ARVIN INDUSTRIES, INC., Columbus Indiana: "We use Inconel because it is the best material to withstand the operating temperatures over long periods of time. We've found Inconel reliable—particularly where high temperatures are maintained."

Inconel, of course, is just one INCO Nickel Alloy used in Arvin products. Others include heating elements of nickel-chrome resistance wire in toasters, waffle irons, grills and irons; and asbestos-covered nickel wire between the hinged sections of waffle and grill.

The use of nickel alloys is your assurance of an appliance designed to deliver uninterrupted, trouble-free performance—the kind of performance that keeps customers dealing with you time and again.



THE INTERNATIONAL NICKEL COMPANY, INC., 67 Wall Street, New York 5, N. Y.

Protecting The Promised Performance

INCO NICKEL ALLOYS

Monel® • "E"® Monel • "K"® Monel • "X"® Monel • Nickel • "D"® Nickel • "L"® Nickel • Inconel® • "C"® Nickel
"H"® Nickel • Duranickel® • Formanickel® • Inconel "X"®

May Range Production Sets Record; Radio Output Passes April Figures

**Industry turns out over half-million
refrigerators for third month in row**

The electric range industry in May turned out 145,498 units to establish an all-time monthly production record. Other appliances and TV failed generally to match April figures but remained a healthy distance ahead of 1949 performances. Radio, including FM sets, climbed upward over April figures, approaching the high levels set in March, a five week period.

Cumulative five month totals were also well ahead of comparable period in 1949. Range production for the first five months of the year was an amazing 640,888 units, more than 40,000 better than eight month totals last year. Other appliances were bettering six and seven month figures.

Range Record. The new range production record broke one established only two months ago. In March production climbed over 145,000 units. It slipped back to about 133,000 in April, then shot ahead to the new record in May. This was 175 percent ahead of May, 1949.

For the third consecutive month refrigerator production continued beyond the half-million mark. The May level was some 3,000 units behind April but was better than 58 percent ahead of May last year. Five month 1950 production of 2,512,549 was considerably better than seven month totals last year.

Radio Boom. May TV production was, of course, well ahead of last year's figures but it was down considerably from March and April figures. Radio, however, while not up to the high March levels, was considerably ahead of April.

Just over 900,000 radio sets were produced in May, approximately 18,000 more than April and 88 percent ahead of May, 1949. The five month production total was 4,173,714, considerably ahead of figures

for the first seven months of 1949.

FM totals recovered from a slight April slump to move up to 86,000 units in May. Five month production here was ahead of six month totals last year while the May figure was 204 percent ahead of May, 1949.

AM only radio was also far ahead of last year. May production of 813,000 units running 81 percent ahead of 1949. The five month total was 3,735,000, 44 percent ahead of 1949 and considerably ahead of seven month figures for this category in 1949.

The TV slump, if it could be called that, wasn't a particularly serious one but it interrupted the continuing upward trend which had been evident since December of last year. The May total of 376,000 was, it is true, about 44,000 off of April levels, but it was still comfortably ahead of production in both January and February of this year.

Home Laundry. Production in the home laundry field fell off in May with dryers, washers and ironers lagging behind April. Ironers fell 4,000 units to 27,600, the lowest monthly total since January, but 40 percent ahead of May last year. Five month totals are 22.52 ahead of the same period last year.

Washer output fell about 29,000 units short of last month's figure but production of 304,640 washers was 42.45 percent of May, 1949. Five month totals were far ahead of the same period last year.

Dryer production fell off sharply too, hitting the lowest level of the year. May output was only 16,122 units, better than 9,000 behind April's healthy 25,140.

Cleaner production was slightly behind April figures but a good 25 percent ahead of 1949. Cumulative five month totals were 15 percent ahead of 1949.

Expand Service Facilities



POSED with Youngstown Kitchen officials before they leave for the field are five newly appointed zone service managers. At the desk are R. C. Middeker, vice-president C. A. Morrow and J. C. McNicol, all of Youngstown headquarters, while in the back row are the new zone men: Charles Hill (Philadelphia), A. C. Anderson (St. Paul), Robert Frazier (Detroit), Francis Miller (Los Angeles), and G. Keith Kyle (Birmingham).

A GREAT TEAM FOR YOUR AUTOMATICS!

**2 GREAT WASHING
COMPOUNDS NOW
AT ONE SOURCE
OF SUPPLY!**



**For automatic
clothes
washers!**



**For automatic
electric
dishwashers!**

Fun SOAPthetic NEW "3-IN-1" LAUNDRY DETERGENT

Sells quickly, steadily . . . reduces service calls. Proper balanced combination of soap (1) - synthetic detergent (2) - and water softener (3). Produces cleaner, whiter washes. Rinses freely. No soap scum. Keeps machine clean, too. Prevents lime scale. Recommended for use in leading washers. FREE SAMPLES available for demonstration purposes.

ELECTRA-SOL DISHWASHER DETERGENT

Fastest-growing dishwashing compound in America! Steady business from every dishwasher customer you have. Leaves tableware absolutely film-free, sanitized. Eliminates scum and scale in machine . . . cuts down service calls. It's non-caking. Comes in handy, exclusive metal pour spout package. Approved by leading dishwasher makers.

MADE BY THE MAKERS OF SOILAX!

ORDER FROM YOUR DISTRIBUTOR
OR WRITE
ECONOMICS LABORATORY, INC., St. Paul, Minn.

Timely News from Westclox!

...to help you make sales as
regular as clockwork!



NEW!

Melody Wall Clock offers an exciting new design feature—an easily-removable case ring available in choice of colors! Smartly styled white case, exposed hands, three-dimensional numerals. Six-foot cord is neatly concealed in recessed back of clock. Diameter is 8 inches. Retail for only \$5.95!



NEW!

Greenwich Electric Alarm will set a brisk selling pace! This small, handsome electric clock combines the beauty of rich mahogany-finish wood with the utility of a pleasant tone bell alarm. Gold color metal trim. Dark brown hands, ivory-tinted dial. Retail for only \$6.95! Luminous dial, a dollar more.

WESTCLOX *Electric Clocks*



MADE BY THE MAKERS OF BIG BEN
Products of GENERAL TIME Corporation

WESTCLOX, La Salle-Peru, Ill.; in Canada, Western Clock Co., Ltd., Peterborough, Ont.

PAGE 136

News Briefs

Freed Allocation. Anticipating a fall demand far in excess of production schedules, Freed Radio Corp. has substantially reduced the number of Freed-Eisenmann retail outlets in the New York area and has placed its TV consoles on an allocation basis.

Sightmaster Conversions. Sightmaster Corp. has announced the formation of a conversion department to handle conversion of any type TV set to larger screen sizes. Service will be offered retailers, service agencies and department stores, with charges ranging upward from \$49.

Lewyt Expansion. Output of Lewyt Vacuum cleaners has been doubled with the opening of another 2,000 foot production line. Maximum capacity for an eight hour shift is now 3,000 cleaners. The firm's goal for the year is 400,000 units.

Frigidaire Expands. A \$12,000,000 Frigidaire warehouse and factory building program is scheduled to get underway late this summer with completion expected in early 1952. Existing warehousing capacity is inadequate and production facilities very crowded, the firm explained in announcing the program.

Magnavox Margins. The Magnavox Co. has announced "substantial increases" in dealer profit margins on TV receivers and certain TV-radio-phono combinations. Based on quantity orders and including cash discounts, the TV discounts now range from about 32 percent to just under 40 percent. Radio-phono margins run between 38 and 45 percent.

G-E Expands. General Electric has announced plans to spend over \$7,000,000 in 1950 to increase production of radio and TV receivers, cabinets and TV picture and other receiving tubes. Most of the money is ticketed for new and specialized machinery.

Westinghouse Prediction. A top sales year in 1950 for electric ranges has been forecast by R. M. Beatty, manager of the Westinghouse electric range department. Distributor sales to dealers in the first four months were one-third higher than in 1949 he said. The 1950 sales increase could be at least doubled were it not for production limitation, Mr. Beatty added.

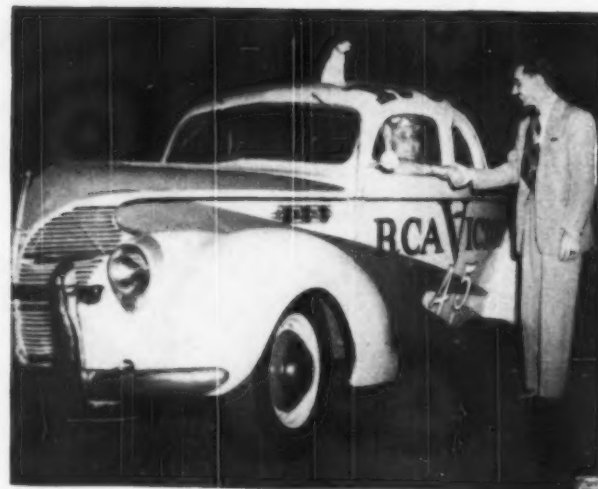
New Standard Buys. The New Standard Sewing Machine Co., Inc., will soon begin manufacturing a line of domestic sewing machines in its own plant rather than having the manufacturing and assembly done at other plants.

Zenith Buys. Zenith Radio Corp. has purchased Chicago property formerly occupied by the Louis Hanson Furniture Co., and will use the new facilities for the manufacture of radio and television components.

BBB Resolution. The Assn. of Better Business Bureaus during its annual conference in June passed a resolution condemning "that type of advertising of rebuilt vacuum cleaners and of rebuilt sewing machines which is designed and intended not to sell the machines advertised, but to use them as 'bait' in demonstrations for the purpose of selling other and more expensive machines instead."

(Continued on page 140)

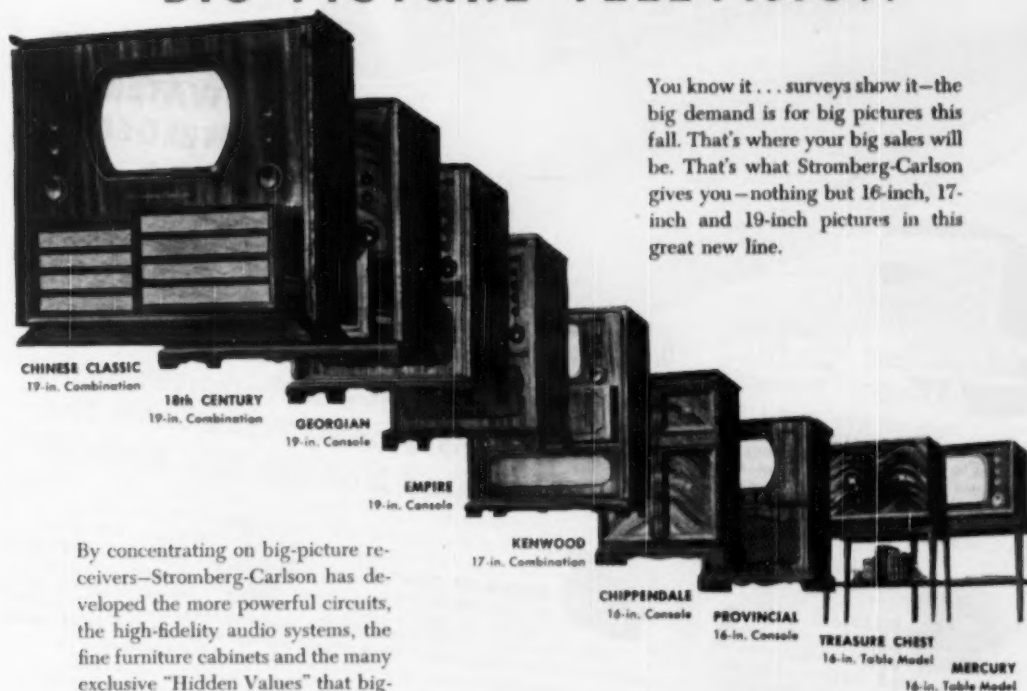
Advertising "Spectacular"



WINNER OF THE FIRST RACE in which it was entered was this "Little Nipper Special", a stock car sponsored by Philadelphia's Raymond Rosen & Co., RCA distributors. Paul Knowles of Rosen congratulates the driver on the initial victory.

AUGUST, 1950—ELECTRICAL MERCHANDISING

A Dramatic New Line
Introducing Exclusive
 "Hidden Values"
by
STROMBERG-CARLSON--
Specialists in
BIG-PICTURE TELEVISION



You know it . . . surveys show it—the big demand is for big pictures this fall. That's where your big sales will be. That's what Stromberg-Carlson gives you—nothing but 16-inch, 17-inch and 19-inch pictures in this great new line.

By concentrating on big-picture receivers—Stromberg-Carlson has developed the more powerful circuits, the high-fidelity audio systems, the fine furniture cabinets and the many exclusive "Hidden Values" that big-picture television demands.

There is Nothing Finer Than a
STROMBERG-CARLSON

Stromberg-Carlson Company, Rochester 3, N. Y.—In Canada, Stromberg-Carlson Co., Ltd., Toronto

NEW...

Presto
AUTOMATIC
Vapor-Steam Iron

Sales ELECTRICAL



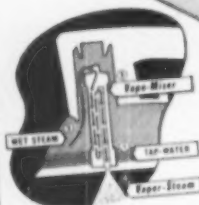
**Uses
Ordinary
TAP WATER!**

**NO DISTILLED
WATER
NEEDED**

RETAILS AT

\$17⁹⁵

Fed. Tax Incl.



THE EXCLUSIVE "VAPO-MISER" . . . no valves to regulate, no moving parts . . . no extra gadgets needed . . . automatically distills and filters ordinary tap water into a smooth, strong flow of PRESTO VAPOR-STEAM . . . no drops, no spots!



SOLEPLATE HEAT INDICATOR . . . shows exact soleplate temperature at all times. Visible indicator accurately marked for various fabrics. Stops guess-work and helps prevent scorching.



FINGER-TIP TEMPERATURE SELECTOR . . . easy to set, easy to see . . . highly accurate . . . maintains an even heat for any ironing need. Protects even the most delicate fabrics.



USES ORDINARY TAP WATER . . . a single six-ounce filling of tap water steams up to one and one-half hours. No distilled water needed. Wide spout, fills and drains in seconds.



WRINKLE-PROOF ROUND HEEL . . . glides over clothes in either direction without lifting or twisting . . . backs into tucks and pleats smoothly, for speedier, better ironing.



OVER-SIZE, 30 SQUARE INCH SOLEPLATE . . . covers more area with each stroke for faster, easier ironing . . . cuts ironing time up to 1/2 . . . light weight, too, only 3 1/4 pounds.



GIVEN . . . with every PRESTO VAPOR-STEAM IRON, at no extra cost: 1. Scorch-proof ironing stand. 2. Valuable, illustrated instruction book on dry or steam ironing and pressing.

NATIONAL PRESSURE COOKER COMPANY

WORLD'S LARGEST MANUFACTURER OF PRESSURE COOKERS AND CANNERS

Records STARTLE HOUSEWARES FIELD!



**"Selling Station"
creates a complete
iron department
for you!**



DEALERS ORDERING OVER AND OVER AGAIN! FACTORY PRODUCTION BEHIND ON RE-ORDERS!

It's smashing sales and profit records everywhere! In market after market, closely coordinated, hard-selling advertising and merchandising campaigns have teamed up for record-breaking PRESTO VAPOR-STEAM IRON sales.

Remember, irons are the greatest single dollar volume item in the electrical housewares field... and steam irons, with only about 9% market saturation, will be the fastest-selling electrical housewares item for a long time to come.

The colorful, illuminated PRESTO VAPOR-STEAM IRON "Selling Station" is self-demonstrating... it's self-selling!... It tells the selling story of the many exclusive PRESTO VAPOR-STEAM IRON features automatically! Be sure of your share of profit-plus PRESTO VAPOR-STEAM IRON sales... order today. Get the "Selling Station"... It stays on the job every minute of every day making sales for you!

No other iron has as many selling points as does the PRESTO VAPOR-STEAM IRON! Made by the pioneers of steam-controlled home appliances, the PRESTO VAPOR-STEAM IRON is rapidly attaining leadership in its field.

FREE!

Advertising and display materials, newspaper mats, streamers, etc., sent on request. Write:
Advertising Department
NATIONAL PRESSURE COOKER COMPANY
Eau Claire, Wisconsin

"SELLING STATIONS"...

Now available to dealers. You can get this valuable selling aid at no extra cost to you. Call or write your PRESTO VAPOR-STEAM IRON distributor for details.

35 MILLION

DOMINATING,
SALES-IMPELLING
ADVERTISEMENTS
IN ALL LEADING
NATIONAL MAGAZINES
IN THE NEXT
FEW MONTHS

General Offices and Factory: EAU CLAIRE, WISCONSIN

Branch Factories: Los Angeles, Calif. • Wallaceburg, Ont., Canada

CHRISTMAS COMING



This Gift Booklet will steer customers into your store

Here's a 24-page booklet that will start building your Christmas traffic early, and keep it coming throughout the season. It's filled with the kind of electrical gifts people want. When you mail or distribute copies of this booklet, you encourage people to do all of their Christmas gift shopping right in your store.

Better arrange for your supply of the new Graybar Christmas Gift Booklet now. Use the coupon below.



Appliance Department
GRAYBAR ELECTRIC COMPANY, INC.
420 Lexington Avenue, New York 17, New York

Yes, I'd like to learn how the new Graybar Christmas Gift Booklet can build traffic for me. Please have your representative call to give me all the details.

Name

Firm Name

Address

City Zone State

News Briefs

—CONTINUED FROM PAGE 134—

TV Growth. The television industry will pass the automotive industry in sales volume within the next three years, Nathan Chirelstein, president of Allied Electric Products Inc., said recently. TV will hold this lead for about two years and then settle down to a position ranking from third to sixth in the nation's economy.

Consumer Preferences. Consistent record buyers and music lovers show a marked preference for separate radio-phonographs and television receivers, a check of leading music stores recently by Scott Radio Laboratories reveals. The firm reported a trend toward complete entertainment units among "average" consumers.

Bendix Addition. An addition to the Bendix Radio and Television factory in Baltimore will quadruple television production facilities. It is scheduled for completion by September 1.

Merchandise Mart Expands. More than 200,000 square feet of space in the Merchandise Mart, Chicago, will be opened to wholesale firms in the home furnishings industry next month.

Steel for Tubes. Armco Steel Corp. has announced the development of a new stainless steel for TV picture tubes. The new metal is said to facilitate faster, more economic production, give lighter weight and greater durability, afford less danger in breakage and simplify shipping. Tubes can be shipped assembled in the set.

American Stove Report. A unit sales increase of 81 percent over the first five months of 1949 has been reported by the American Stove Co. Dollar sales were reported up 55 percent over the first four months of last year.

Admiral Report. Television set sales are off 35 percent from a retail peak reached in early May, the Admiral Corp. reported in late June. The firm emphasized, however, that TV business was 2½ times better than a year ago.

Frigidaire Meetings. Seventy-three mid-summer meetings for more than 40,000 Frigidaire dealers and salesmen were completed in late June. Sales, service, training and advertising plans were covered in the sessions.

G-E Sales Picture. General Electric appliance sales in the first half of the year were 20 percent higher than those in the comparable 1949 period. Vice-president H. L. Andrews forecast third quarter sales at about the second quarter level and predicted an even better fourth quarter.

Before Any Other Consideration *Integrity of Circulation*



OF THE several factors that enter into the use of published media, the distribution of the advertisers' sales messages, as governed by the selection of media, can of itself decide the success or failure of the advertising investment. That is why integrity of circulation is the first consideration with experienced space buyers.

The emblem shown above stands for the FACTS that make it possible for advertisers to select the right media and to know what they get for their money when they invest in publication advertising. It is the emblem of membership in the Audit Bureau of Circulations, a cooperative and nonprofit association of 3300 advertisers, agencies and publishers.

Working together, these buyers and sellers of advertising have established standards for circulation

values and a definition for paid circulation, just as there are standards of weight and measure for purchasing agents to use in selecting merchandise and equipment. In other words, A.B.C. is a bureau of standards for the advertising and publishing industry.

A.B.C. maintains a staff of specially trained auditors who make annual audits of the circulations of the publisher members. Information thus obtained is issued in A.B.C. reports for use in buying and selling space. All advertising in printed media should be bought on the basis of facts in these reports.

This business paper is a member of the Audit Bureau of Circulations because we want our advertisers to know what they get for their money when they advertise in these pages. Our A.B.C. report gives the facts. Ask for a copy and then study it.

SOME OF THE AUDITED INFORMATION IN A.B.C. BUSINESS PAPER REPORTS

SEND THE RIGHT MESSAGE TO THE RIGHT PEOPLE

Paid subscriptions and renewals, as defined by A.B.C. standards, indicate a reader audience that has responded to a publication's editorial appeal. With the interests of readers thus identified, it becomes possible to reach specialized groups effectively with specialized advertising appeals.

- How much paid circulation.
- How much unpaid circulation.
- Prices paid by subscribers.
- How the circulation was obtained.
- Whether or not premiums were used as circulation inducements.
- Where the circulation goes.
- A breakdown of subscribers by occupation or business.
- How many subscribers renewed.
- How many are in arrears.

McGRAW-HILL PUBLICATIONS

A.B.C. REPORTS — FACTS AS THE BASIC MEASURE OF ADVERTISING VALUE

For

**ELECTRICAL
MERCHANDISING**

Editorial Achievement—

FIRST AWARD

in the annual

**INDUSTRIAL
MARKETING
ACHIEVEMENT
AWARDS**

for

**MERCHANDISING,
TRADE AND
EXPORT PAPERS**



ELECTRICAL MERCHANDISING'S 1949 Statistical and Market Planning Issue was the issue which won the First Award. It was ELECTRICAL MERCHANDISING'S only entry.

The Dealers' Choice



FOR THE BEST SINGLE ISSUE IN 1949

In the annual competition conducted by INDUSTRIAL MARKETING to determine editorial excellence in five classifications, covering all types of business papers, ELECTRICAL MERCHANDISING was accorded First Award among Merchandising, Trade and Export Papers for the best single issue in 1949.

The competition, which is designed to recognize and stimulate editorial accomplishment by editors of business publications, was judged, this year, on actual reading, buying and using habits. The judges, and there were twenty-two of them, comprised a group whose background and experience covered every phase of editorial requirement. They included company executives, advertising agency executives, advertising managers, art directors and purchasing agents . . . and the group of industries represented was as wide as the diversified interest of the men themselves.

As a result, judgment was based on their individual interests, and the complete tally would give a true picture of every phase of readership interest in business publications. Each publication was judged solely on the basis of editorial excellence. We are, therefore, justly proud to have merited this award, and will consider it not only as a reward for past efforts, but as a continuing urge toward creating the best in editorial coverage, accurately designed to meet the varying needs of the electrical merchandising field.

To manufacturers of **APPLIANCES — RADIOS — TELEVISION**

To those who are advertising, or contemplate advertising in ELECTRICAL MERCHANDISING, this award should amply justify their decisions. For it should be remembered that the success of an advertising campaign depends entirely on readership . . . without it there can be no action. To get advertising readership, a publication must first have a vitally interested editorial audience. Editorial content must be designed and written to meet the complex needs of the field concerned. Considered from this basic angle, the choice of media can be as simple as this: If there is no editorial interest, there is no advertising readership—and there are no sales results. As this award proves, you get it in . . .

ELECTRICAL MERCHANDISING



A M c G R A W - H I L L P U B L I C A T I O N



330 West 42nd Street

New York 18, N. Y.

Grab these two lines and your future's secure!

WOMAN'S WORK is done with ease in this world of electric refrigerators, ironers, mixers and washers. All her jobs but one. She still has to struggle with a backbreaking clothes line! And any woman will tell you she's tired of it.

Talk to a prospect about *her* line and she'll welcome *yours*—Lovell's "sales line". It's quick, it's to the point and just what she wants to know about Lovell's new drying unit.

The dryer market is new and wide open. Now is the time to move in with one of the top names in the home laundry field.

More than ten years ago Lovell introduced its drying unit. Now Lovell makes drying units for leading manufacturers including APEX, CONLON, BARTON, DEXTER, HAAG, HORTON, THOR, and others.

Grab onto the washline and Lovell's "sales line" and you'll be headed for the top of the heap.

Lovell Sales Line

for the Drying Unit... "America's
Newest Household Blessing!"

1. ENDS THE MOST BACKBREAKING WASHDAY JOB!
2. GIVES SWEETER FLUFFIER, MORE SANITARY WASH THAN SUN DRYING! (Tests prove it)
3. ONLY THE LOVELL DRYING UNIT GIVES YOU ALL THIS:

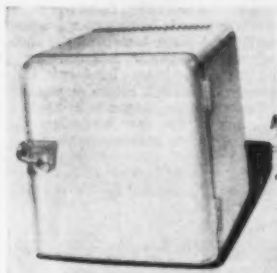
- Fully automatic . . . no time clock necessary.
- Automatic temperature shut-off . . . cuts heat waste.
- Vacuum system of air flow. Minimizes lint accumulation.
- Preheating of air. Speeds drying, reduces operating cost.
- Air-cooled cabinet. No bulky insulation, so parts are accessible for simple maintenance.
- Lint trap with safety by-pass. Prevents clogging if user fails to empty lint trap.
- No condensation inside dryer. No trickling water to rust parts.



Lovell Mfg. Co.
Erie, Pa.

Manufacturers of
famous Lovell
Pressure Cleansing Wringers

New Products

**ASTRAL Refrigerator**

Astral Industries, Inc., Rockleigh, N. J.

Device: New type portable refrigerator operates on heat-absorption principle.

Selling Features: No motor, compressor or moving mechanism of any sort used, sole activating element is small cylindrical 95-watt heating device which operates on 110-115 volt a.c. of any cycle or on 32 or 12 volt d.c.; compact, weighs approximately 60 lbs. and measures slightly less than 2 x 2 x 2 ft., can be moved easily and transported in a car; suitable for camps, doctor's offices, hospitals, etc.; porcelain-enameled steel cabinet; aluminum interior finished in baked-on enamel; 3-in. Fiberglas batt insulation.

Price: \$129.95.

Electrical Merchandising, August, 1950

**WESTINGHOUSE Range**

Westinghouse Electric Corp., Mansfield, Ohio

Model: Commander deluxe range featuring Super Corox unit.

Selling Features: New Super Corox unit is rated at 1250 watts and is designed to receive a surge of current in its initial operation that brings new unit to red heat in 30 seconds—this surge brings unit up to cooking temperature much faster than conventional units—will cook bacon and eggs in 3 minutes.

Available in single-oven and double-oven models—large Miracle oven permits baking on any rack position; porcelain enamel oven interior has rounded corners; narrow hair-pin type oven racks to hold item as small as a custard cup without upsetting; 2 aluminum storage drawers mounted on rollers are on the 2-oven model and a third aluminum roller drawer replaced utility oven on single oven model; third drawer is equipped with warming compartment element.

4 surface units including Super Corox, have 5-heat control positions to meet all types surface cooking needs; and are spaced so that four 10-inch utensils can be used on them at a time. Color-Glance controls indicate heat positions on a color band and retain simplicity of operation of Westinghouse Tel-A-Glance controls; control panel with built-in timer and 36 in. fluorescent light highlighted by bright metal trim; range designed by Lurelle Guild.

Price: Single oven model, \$329.95; double-oven model \$369.95.

Electrical Merchandising, August, 1950

**UNIVERSAL Freezer**

Refrigeration Sales Co., 91 Lexington St., New Britain, Conn.

Device: Universal Index-A-File freezer with Adjust-A-Interior. Deluxe UR12FD and UR12FS.

Selling Features: Chest type freezer has 12 cu. ft. capacity or 420 lbs food in a space of only 47½x30x36 in. high; 7 freezer plates put cold directly into cabinet; 3 separate freezing compartments formed by plates—a quick freeze of approximately 2 cu. ft. and two of approximately 5 cu. ft. each; Adjust-A-Interior is made possible by the placement at users option of heavy gauge aluminum divider plates in vertical or horizontal position; Index-A-File makes it easy to locate food stored and consists of a number of food identification tabs each carrying the name of food normally stored in household freezers; handy shelf at back for food while arranging; automatic flood light provides direct and indirect illumination for interior; double balloon gaskets provide tight seal cold control inside; semi-rigid Fiberglas insulation; 36 in. counter height provides additional work space; package unit system hermetically sealed; Econ-O-Cold 1 h.p., 60 cycle 110-115 volt fan cooled compressor using Freon 22.

Prices: Deluxe UR12FD, \$419.95; Standard UR12FS, \$359.95.

Electrical Merchandising, August, 1950

**HOOVER Floor Polisher**

The Hoover Co., North Canton, Ohio

Device: Hoover floor polisher

Selling Features: Weighs only 13½ lbs; built-in headlight; beige and brown finish; equipped with 2 sets of buffing pads—felt and lamb's wool; brushes of Tampico fibre, revolve at 785 rpm; ventilated motor with self-lubricated bearings and precision-made worm-gear drive (no belt) motor speed is 11,000 rpm; handle has plastic grip with storage hook at end so polisher can be hung up for storage; equipped with a clip-on plug and 21 ft. rubber-insulated cord; Koroseal bumper prevents marring furniture; fingertip switch insures easy stopping and starting of motor; buffing pads are held in handy brown cloth bag, easily attached over bristles by means of glove fastener type of clip.

Price: \$69.95

Electrical Merchandising, August, 1950

**INTERNATIONAL HARVESTER Freezer**

International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill.

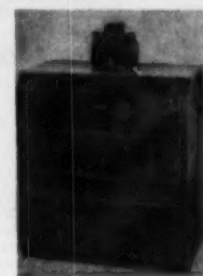
Device: International Harvester home freezer No. 70.

Selling Features: Has 7 cu. ft. capacity; more than 17½ sq. ft. sub-zero fast freezing surface provided; freezing coils pass entirely around inner liner and under entire liner floor; food will freeze fast when placed along any of 4 walls, or on bottom of freezer; inner floor is raised so homemakers can reach any part of interior without stretching; space under inner floor houses refrigerating unit and condensing mechanism—no need of separate housing unit; eliminates use of fan and does away with noise and vibration; series of condenser coils

are welded to inner surface of outer shell; transfer of heat to this surface helps cool refrigerant, and heating shell does away with excessive moisture on outside cabinet surfaces, a feature called "Dri-Wall" hermetically sealed, ¼ h.p. "Tight-Wad" refrigerant unit; no flared connections from unit to coils; closed lid forms extra work table in kitchen; refrigerator-type lid-handle is self-latching and lid is spring-counterbalanced; "Frost-Lok" breaker strip provides shelf space and seals freezer insulating material against moisture; 1-piece "balloon" rubber gasket forms tight seal against ledge when lid is down; recessed base provides comfortable toe room; air intake for refrigerating mechanism; metal compartment divider firmly anchored in place, keeps food packages neatly stacked, yet easily removed for cleaning; steel wire basket for storing frozen food packages near top of freezer; seamless all-steel inner and outer walls; 2 coats of white enamel baked on finish.

Price: \$229.95.

Electrical Merchandising, August, 1950

**REMINGTON Air Conditioners**

Remington Air Conditioning Div., Remington Corp., Cartland, N. Y.

Models: 4 Leader console type room air conditioners C10, C10W, C12 and C12W.

Selling Features: 3 types of installation available—where decorative finish is secondary to high cooling power and low cost, such as small shops, offices etc.; where a decorative scheme is to be carried out, in the form of special custom-built enclosures; and where the conditioner is to be installed remote from the conditioned space and connected by air ducts, such as a basement installation to cool a living-room.

Discharge and return air grills easily removable to facilitate application of ducts; centrifugal type evaporator fans are direct motor driven; available with manual or automatic control of cooling; also available as "4-season" units, with heating or cooling, all automatically controlled. All models have the same steel chassis. C10, air-cooled has 11,600 btu per hr. capacity; C10W, water-cooled has 12,800 btus; C12, air-cooled, 15,500 btus; and C12W, water-cooled, 17,000 btus.

Prices: C10, \$565.; C10W, \$635.; C12, \$745.; and C12W, \$808.50.

Electrical Merchandising, August, 1950

ELECTRICAL APPLIANCE NEWS

New Products



ELECTRIC COOK Oven

Arvin Industries Inc., Columbus, Ind.

Device: No. 3600 table oven for use with Arvin's Letric Cook.

Selling Features: Constructed of heavy-gauge steel with chrome plating inside and out; compact, roomy, fits into place on opened lower half of Letric Cook; removable wire shelves and positive door latch; pies, cakes, pastries, potatoes can be cooked as well as fowl and meats roasted; shelves hold utensils up to 9 1/4 in. square; suitable for summer cottages, trailer, and other outdoor living areas and as an extra oven in kitchen.

Price: As separate unit \$8.95; with No. 3400 Letric Cook, \$29.90; waffle grids No. 34GR, \$4.

Electrical Merchandising, August, 1950



PREVORA Oven Broiler

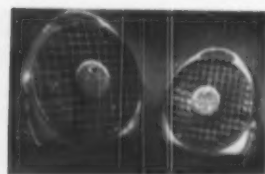
Prevora Electric Mfg. Corp., Prevora Bldg., Fulton St. at Clinton Ave., Brooklyn, N. Y.

Model: Infra-Red oven broiler.

Selling Features: Four heats—four adjustable rack heights; detachable, 2 square black-glazed bricks backed with special insulation for better heat distribution and easier cleaning; 125 in. special infra-red coils spaced closely to give large, compact, even heat distribution sears meats instantly giving charcoal broiled flavor; avoiding cold spots of uncooked meats; highly polished, heavy cast-aluminum broiling pan; Bakelite handle; wire grill; 110-120 volts; a.c. or d.c.

Price: \$24.95.

Electrical Merchandising, August, 1950



FRESH'ND-AIRE Fans

Fresh'nd-Aire Co., Div. of Cory Corp., 221 No. La Salle St., Chicago 1, Ill.

Models: Fanettes—80DX and 100DX.

Selling Features: Two new models in ivory and gold for the gift market; No. 80 DX is 8 in. in size; No. 100DX is a 10 in. model; both models operate on a.c.; No. 100DX has an on and off switch located in back for greater convenience and versatility; grills designed for maximum safety.

Prices: No. 80DX, \$12.95; No. 100DX, \$17.95.

Electrical Merchandising, August, 1950



DEXTER Washer

The Dexter Co., Fairfield, Iowa

Model: Dexter Sealed-Heat washer.

Selling Features: Full skirt design gives modern eye-appeal; Duo-wall construction with tub thermax sealed top and bottom giving complete therm-air insulation to keep wash water at correct washing temperatures; equipped with Dexter Corro-vane hinging agitator for double-quick agitation; and Dexter super century single transmission with only 4 moving parts.

Electrical Merchandising, August, 1950



LECKIE Turcon

Leckie Electric Utensil Co., Inc., Rome, N. Y.

Device: Leckie 2-qt. turcon No. T-102.

Selling Features: Heating unit is cast right in bottom of aluminum body, making it waterproof, so that the complete unit can be washed in the dishpan; no "hot spots" and little danger of burning at low heat; consumes 660 watts on high heat, and 220 watts on low; operates on a.c. or d.c. holds cooking heat for as much as 15 min. after current has been disconnected; polished aluminum surfaces; no corners; 5 1/2 in. high, 7 1/2 in. diam.

Electrical Merchandising, August, 1950



CROSLEY Freezer

Crosley Div., Avco Mfg. Corp., Cincinnati, O.

Device: New 16 cu. ft. farm freezer, No. CF-16.

Selling Features: Chest type; features 2 large separate compartments having a food storage capacity of 560 lbs.; designed so operating time of mechanism is held to minimum; wrap-around freezing coils maintain constant zero temperatures, permitting

home freezing of fresh foods and storage of frozen foods; signal light tells of power failure or if temperature should rise 10 degs. above zero; 2 counter-balanced hinged lids lift easily and stay open at any angle permitting free use of both hands; light in each lid automatically floods interior when opened; built-in tumbler lock on each lid safeguards contents; 2 Shelvatrays—one for pies and cakes, another for freezer jars; 2 easily removable baskets for commercially frozen foods and home frozen items; baskets at convenient reach-in height can be slid from side to side to get at the bulk storage compartment; 4 adjustable dividers permit flexible storage arrangements in 2 large compartments; recessed toe space; all-steel, 1-piece welded cabinet bonderized to prevent rust; inner and outer shell finished in 2 coats of baked-on deluxe enamel; heavy duty 4 h.p. hermetically-sealed compressor; exterior dimensions 37 in. high, 76 1/2 in. wide and 26 1/2 in. deep.

Price: \$489.95

Electrical Merchandising, August, 1950



UNIVERSAL Hand Cleaner

Landers, Frary & Clark, New Britain, Conn.

Model: No. VC 7746 hand cleaner.

Selling Features: Operates on a.c. or d.c.; compact can be packed away in trunk of car; 1/5 h.p. motor-driven brush; for off-the-floor cleaning of upholstered furniture, draperies, walls and autos; flexible bristle brush; removable oilless bearings; self-adjusting spring tension; push type positive-acting switch; streamlined easy grip handle; Moldarta body finished in blue; rubber bumper; weighs 7 lbs.

Price: \$24.95.

Electrical Merchandising, August, 1950



LECKIE Percolator

Leckie Electric Utensil Co., Inc., Rome, N. Y.

Device: No. P-708, 8-cup percolator.

Selling Features: Heating unit is cast in bottom of aluminum body, making it waterproof entire unit can be washed in dishpan; holds heat for as much as 15 minutes after current has been disconnected; 10 1/2 in. high; 5 in. diam; 1-heat, 550 watts, a.c. or d.c.

Electrical Merchandising, August, 1950



HOOVER Hand-Type Cleaner

The Hoover Co., North Canton, Ohio

Device: Norca Dustette cleaner.

Selling Features: Suitable for cleaning auto interiors, upholstery and hard-to-get-at places; weighs slightly over 5 lbs.; complete with 18 ft. cord; stands only 6 1/2 in. high; brown and beige; die-cast aluminum nozzle has brown hammered finish; rubber furniture guard; beige motor housing; handle of 1-piece brown plastic molding; a.c.-d.c. motor 5-bladed fan to die cast aluminum insulated slide-button type switch mounted in recess at top of handle; cotton twill bag with 3-in. mouth for easy emptying; bag ring easily attached to motor shell by bayonet joint and sponge rubber gasket; rubber covered steel wire storage hanger suitable for mounting on wall or door.

Price: \$24.95.

Electrical Merchandising, August, 1950



TOASTSWELL Toaster

The Toastswell Co., St. Louis 10, Missouri

Device: No. 350 2-slice Toastswell toaster.

Selling Features: Designed with new trouble-free mechanism; no jumpers or cross bars for crumbs to accumulate; feather-touch bread release; single lever control (no knobs to turn) wide range color selector; silent clock; automatically raises toast higher, making small slices easier to retrieve; easy to clean—crumb tray may be removed for cleaning without lifting or turning toaster upside down; chrome finish.

Electrical Merchandising, August, 1950



WESTINGHOUSE Service Table

Westinghouse Electric Corp., Mansfield, O.

Device: New "Tuckaway" service table for Westinghouse Rancho range.

Selling Features: Compact service table, 26 in. high, can be used as storage space for electric housewares such as mixers, toasters, waffle bakers, sandwich grills, and tucked under Rancho range; mounted on free-rolling casters, designed to save steps in meal preparation; easy to clean; white enamel with chrome legs.

Electrical Merchandising, August, 1950

**America's millions on the move
mean BIG MONEY for you with . . .**

ZENITH PORTABLE RADIOS!



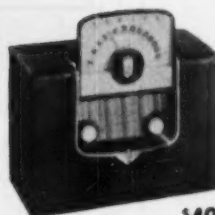
The TRANS-OCEANIC is always a best seller

Outperforms any portable, anywhere. The one set to sell when customers want long-range reception. Gets Standard, plus International Short Wave on 5 separate bands. Humidity-Proofed against loss of sensitivity. For AC/DC or battery. **\$99⁹⁵**
less batteries



AMERICA'S FINEST PORTABLE

A summer-long parade to resorts, picnics, beaches, sports events, camps—to countless places from coast-to-coast—will boost Zenith Portable Radio sales to all-time highs! Anyone who goes anywhere wants to take their entertainment with them—so make the most of Americans on the move. Sell Zenith Portables!



The New UNIVERSAL® Sets New Sales Records!

Grand, new super-powered long distance Zenith portable, with newer, finer features. Plays on AC/DC or battery, has sturdy, buffalo-grained case in Black or Brown. **\$49⁹⁵**
less batteries



Tops for Turnover TIP-TOP HOLIDAY®

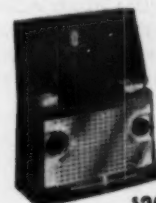
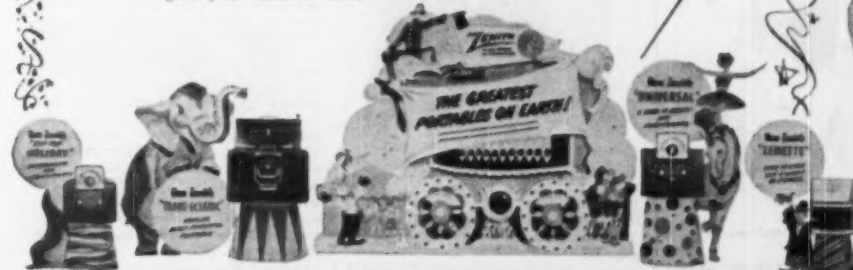
Giant "Tip-Top" Dial with built-in Wavemagnet swings up above the set for tuning ease, doubles the sensitivity of reception. For AC/DC or battery. Cabinet of Ebony or two-tone Blue-Gray plastic. **\$39⁹⁵**
less batteries

†Suggested retail price. West Coast and far South prices slightly higher. Prices subject to change without notice.

For Profit-Winning Windows, get ZENITH'S Colorful New CIRCUS DISPLAY

Big, bright, brand-new and a real eye-catcher! 5-piece display holds all Zenith portables—gives your windows color,

gaiety and attraction. Order from your distributor now. No. R-094.



Powerful and Popular ZENITH ZENETTE®

Hardly bigger than your hand, yet plays with big-set volume and tone! Open lid, set's on—close lid, set's off. Weighs but 5½ lbs. Battery or AC/LC operation. In Burgundy, Ebony or White plastic. **\$39⁹⁵**
less batteries

*Reg. U.S. Pat. Off.



ZENITH RADIO CORPORATION
4001 DICKENS AVENUE • CHICAGO 39, ILLINOIS



Puree fruits and vegetables



Chop meats



Open cans



Slice or shred vegetables and fruits



Shred ice cream

"...but if you want the finest." That's the key phrase when you sell up to *KitchenAid*... the finest made Food Preparers. Time and time again it has sold *KitchenAid* because it catches and holds your customers' attention while you tell them about the quality and plus values only *KitchenAid* can offer.

"The finest made" is clearly evident when you demonstrate the exclusive Hobart Planetary Mixing Action... the action that offers complete, thorough mixing or whipping... that assures the same fine results every time. Show them how no part of bowl contents can escape this superior mixing action.

Tell them, too, about the plus power of *KitchenAid*, built by Hobart... how it easily handles the wide range of attachments that make *KitchenAid* so useful... so indispensable.

"The Finest Made" is what they say about coffee made with the aid of the *KitchenAid* Electric Coffee Mill. Demonstrate how your customers can get a finer cup of coffee when it's freshly ground. Grind whole bean coffee for them... let the aroma of truly fresh coffee sell for itself!



KitchenAid

THE FINEST MADE

Built by Hobart  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

ELECTRICAL APPLIANCE NEWS

New Products



BURPEE French Fryer

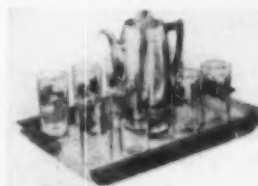
Burpee Can Sealer Co., Barrington, Ill.

Device: Improved automatic french fryer, with thermostatic temperature control.

Selling Features: Two new features have been incorporated: a counter-sunk, oil-tight cover that fits over the handle of the fry basket to permit frying with lid on for safety against hot spattering cooking oils; and a new type 1050 watt a.c. Chromalox element easily removed and replaced for quick servicing; round in design; aluminum, stain-proof seamless cooking well; self draining basket; Bakelite handles and legs; precision calibrated thermostat; full view pilot light; has a frying range from 175 to 375 degs. F.

Price: \$24.95

Electrical Merchandising, August, 1950



UNIVERSAL Coffee Service

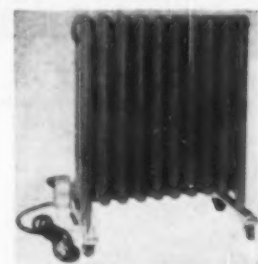
Landers, Frary & Clark, New Britain, Conn.

Device: Coffeematic iced coffee service.

Selling Features: Service includes a tray, 8 decorated iced coffee glasses, a Universal Coffeematic; green masonite tray decorated with fruit and leaf pattern has 14 x 20 in. serving area and a 1/2 in. guard to prevent glasses from sliding; mahogany handles and trim; glasses especially designed for serving iced coffee decorated with green ivy leaf pattern to match tray.

Price: \$29.95.

Electrical Merchandising, August, 1950



SWIFTY Radiator

Eastern Metal Products Co., Tuckahoe, 7, N. Y.

Device: "Swiftly" cast iron electric radiator in 5 sizes: R-4 to R-12 inclusive.

Selling Features: Hermetically sealed

fluid heat never needs refilling; special anti-freeze solution hermetically sealed at factory contains protection to 30 degs. below freezing; thermostatically controlled rod type immersion element cast in aluminum; heats completely in 10 or 15 min., and cast iron exterior holds heat after element is turned off; thermostat resumes contact auto-



MULTI-CLEAN Polisher

Multi-Clean Products Inc., 2277 Ford Pkway., St. Paul, Minn.

Device: Lite-12 floor polisher.

Selling Features: Scrubs, waxes, polishes, steel wools all kinds and types of floors; easy to operate; brush speed regulated at 175 rpm. to insure proper polishing and non-splatter scrubbing spread diam. of brush is 12 in.; low overall height 10 1/2 in. when brush is attached enables polisher to get beneath low furniture and fixtures; rubber bumper around case of machine protects furniture, baseboards; handle swings through full 90 deg. arc from upright to prone for easy storage; weighs 38 lbs.; including brush; special fork handle makes carrying easy; quiet 1/2 h.p. constant speed heavy duty motor features greaseless, trouble-free, ball bearing gear drive; operates on 115 volt a.c.; red crinkle baked-on enamel over aluminum base; grey baked-on enamel handle; equipped with grey rubber safety handle grips; equipped with 30 ft. grey, non-marking, 3-wire cord; 2 cord hooks provide easy storage.

Electrical Merchandising, August, 1950



HAMILTON Dryers

Hamilton Mfg. Co., Two Rivers, Wis.

Models: Two new automatics have been added to Hamilton Dryer line—a gas model with automatic “matchless ignition”, No. 1100-G, and No. 950-E 110-volt automatic.

Selling Features: Automatic ignition is accomplished when timer dial is turned—a small electric coil is energized and generates sufficient heat to ignite the gas at the pilot and the pilot in turn ignites the gas at main burner; timer switch on upper panel performs 5 functions—it turns on electric motor and fan, puts drum into motion; governs length of time gas burner will operate and permits drum to revolve for an extra five minutes after burner is shut off. Other features included in the No. 1100-G gas dryer includes a Sun-E-Day mercury vapor lamp which gives off ultra violet rays.

No. 950-E, operates on 110 volt a.c.; thermostatic controlled element keeps temperature within dryer at proper level for safe, quick drying; timer turns on 1/6 h.p. motor and fan, puts drum into motion, has a 130-minute cycle; will dry an average 6 lb. load of clothes for ironing in from 45 to 60 min; and from 90 to 110 minutes to completely dry clothes ready to be folded and put away; Sun-E-Day mercury vapor lamp provides ultra-violet ray and ozone; both models have white baked enamel finish with red plastic and chrome trim.

Prices: No. 1100-G, \$269.50; No. 950-E, \$219.50

Electrical Merchandising, August, 1950



MAXWELL Food Server

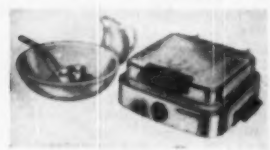
Maxwell-Phillip Co., Inc.,
551 Fifth Ave., New York 17, N. Y.

Model: No. FW-11 Maxwell 3-compartment buffet food server.

Selling Features: Polished copper or chrome finish; 3 heat resistant glass vessels (each over 1 qt. capacity); reed wrapped brass handles, a.c.-d.c. immersion unit controlled at 200 degs; heat resistant feet; removable cord and plug; may also be used as cold server by packing large receptacle with cracked ice.

Price: \$70.

Electrical Merchandising, August, 1950



DOMINION Waffle Set

Dominion Electric Corp., 120 N. Elm St.,
Mansfield, O.

Device: Combination Grid-O-Matic waffle set No. 1311 with batter set No. 1399.

Selling Features: New waffle batter

set consisting of surf-green bowl to hold a generous supply of batter; matching 12 oz. syrup pitcher, and chrome-plated ladle with matching handle design is available with purchase of Grid-O-Matic jumbo combination waffle iron and sandwich grill with reversible grids without extra charge; Grid-O-Matic alone has 11 in. square base, 5 in. high; 1300 watts 110-120 volts, 25 to 150 cycles a.c.; grill provides 162 sq. in. cooking surface; waffle makes 4 huge waffles.

Prices: Complete set \$23.95 East; \$24.95 Far West.

Electrical Merchandising, August, 1950



VACTRIC Floor Polisher

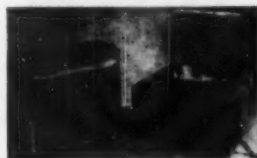
Tri-Coro Inc., 62-22 79th St., Elmhurst,
N. Y., exclusive U. S. representatives

Device: Vactric floor polisher.

Selling Features: 3 counter rotating brushes eliminate tendencies to “creep”; finger-tip control; automatic brush release—brushes come out at touch of finger; triangular makes it possible to get into corners; reversible 240-watt 1/3 hp.; motors for a.c. or d.c. operation; rubber bumper protects furniture and walls; slide switch in top of handle; 3 extra brushes provided; self lubricated; chrome plated handle, chip proof enamel base; weighs 204 lbs.; motor 1/3 h.p.; 6800 rpm of motor on wood floor; 950 rpm of brushes on wood floor; belt type brush pulley drive.

Price: \$64.95.

Electrical Merchandising, August, 1950



AIR-D-LUX 4-Way Combination

Electrical Div., Warren Simpson Industries,
38-61 11th St., Long Island City, N. Y.

Sole distributor: Sinclair Distributors Co.,
140 W. 57th St., New York City

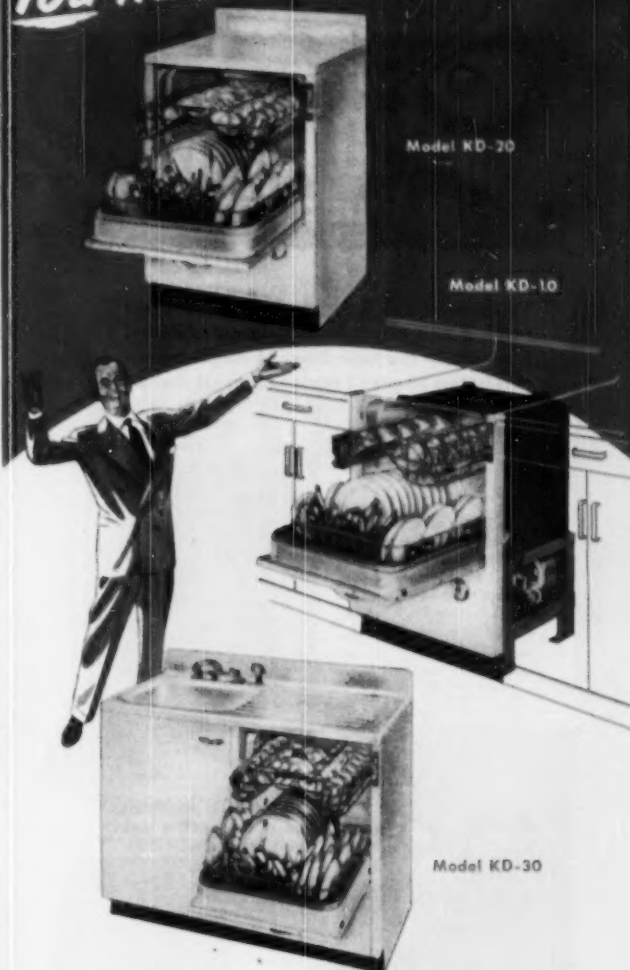
Device: Air-D-Lux, 4-way combination heater-cooler-cooker-dryer No. DLC-300.

Selling Features: Combination elements of unit are enclosed in a French silver grey wrinkled finish, sheet metal case 15 1/4 in. high, 17 in. wide, 11 in. deep; 110-120 volt 1320 watt a.c. elements designed to bring temperature of average-sized room area from 50 degs. to 70 degs. within 18 1/2 min; when cooling unit is used, heat element is switched off; fan producing constant and controlled air for maximum ventilating and cooling comfort; dry heat dryer drives air out up to 120 degs, eliminating all humidity; cooking unit combines radiant, circulatory and convection heat; raising hinged grill provides superior cooking unit equivalent to 2-burner plate; all 4 features are switch-controlled; interior lined with aluminum; louver design back; open grill and front of polished chrome; sheet metal case 15 1/4 in. high, 17 in. wide, 11 in. deep.

Price: \$39.95.

Electrical Merchandising, August, 1950

You have the Answers!



Model KD-20

Model KD-10

Model KD-30

With the KitchenAid line of Automatic Dishwashers, you have the answer to any customer's need!

Do they want a self-contained unit? Model KD-20 is the answer.

Do they have a cabinet-kitchen and no space for a separate dishwasher? Model KD-10 is designed for built-in, under-counter installation.

Do they want a combination modern sink and dishwasher? Model KD-30 fills the bill.

And whatever model they need, in KitchenAid you have a proved answer to any question of performance. If they're doubtful about the effectiveness of automatic washing and drying, demonstrate the KitchenAid. Show how it washes and dries tableware sparkling clean... how it does not leave “tear drops” on glassware. Show the Hobart revolving wash principle that assures most complete, most thorough coverage... the two power rinses... the separately powered hot air drying.

With KitchenAid, built by Hobart, you have a sales answer for any customer.

KitchenAid

THE FINEST MADE TRADE MARK

Built by Hobart world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

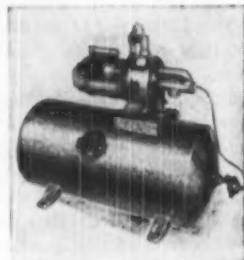
Look at the new RAPIDAYTON Jet Pump Line!

THIS NEW LINE of Jet Pumps gives you a bigger range of sizes, better design and more salability! It consists of one basic design. A simple conversion feature adapts all models for either shallow or deep well service as needed. Use coupon to get complete details.

Here is one of a complete line of vertical jet pumps for both deep and shallow wells. These pumps come in sizes from 1/4 h.p. up to and including 1 1/2 h.p. Can be had with any size tank.



There is now a complete line of RAPIDAYTON horizontal jet pumps for either shallow or deep wells. Sizes 1/4 h.p. to 1 h.p. inclusive.



The RAPIDAYTON line also includes horizontal jet pumps for either shallow or deep wells, with pump mounted on horizontal tank when a "package system" is required.

THE DAYTON PUMP & MFG. COMPANY Dept. EM-850 Webster St., Dayton, Ohio

Please send me complete details and prices on the new RAPIDAYTON Line of Jet Pumps.

NAME _____
ADDRESS _____
CITY _____
STATE _____



KOOLMASTER Awning Fan Air Equipment Co., 1713 West Carroll Ave., Chicago, Ill.

Device: Koolmaster awning fan.
Selling Features: Designed to fit small home owner's budget; fastens entirely on outside of house, eliminating costly installation and defacing of building; easy to assemble; unit consists of a 24 in. exhaust type fan with a 1/2 h.p. heavy duty vertical shaft motor plus Torrington blades; handles 5000 cfm. and will accommodate itself to 28, 30, 32, or 36 in. windows; complete with awning and lead-in cord for plugging into convenient outlet.

Price: "Less than \$100."
Electrical Merchandising, August, 1950

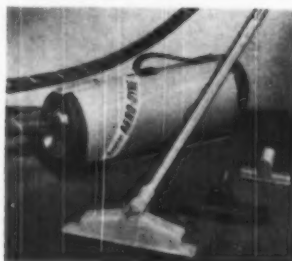


HAMILTON BEACH Power Unit Hamilton Beach Co., Div. Scariff Mfg. Co., Racine, Wis.

Device: New power unit for use with its model G food mixer, meat grinder and slicer-shredder attachment.

Selling Features: New unit employs a saddle-to-saddle attachment; power unit slides on mixer base; motor unit slides on top of power unit and meat grinder or slicer-shredder is attached and ready to go; compact enough to store in a drawer.

Price: \$5, \$5.25 Denver and west.
Electrical Merchandising, August, 1950

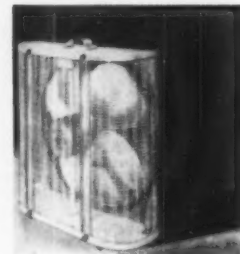


HOOVER Tank Cleaner

The Hoover Co., North Canton, Ohio
Device: Above is the new Hoover No. 41 Aero-Dyne tank type cleaner described in June ELECTRICAL MERCH-

ANDISING but inadvertently shown with the company's No. 51 Aero-Dyne tank-type cleaner introduced earlier this year. No. 41 sells in medium priced range (\$59.95 complete and buyer's old cleaner, or \$64.95 without it) whereas the No. 51 Aero Dyne with added features sells for straight \$79.50 with usual allowances for trade-ins.

Electrical Merchandising, August, 1950



REX AIRATE Window Fan Air Controls Inc., 2310 Superior Ave., Cleveland 14, Ohio

Device: Rex Airate 20-in. combination window and circulating fan.

Selling Features: New engineering features provide lifetime lubrication and operation at any angle of discharge, making it possible to use fan upright, tilted, or flat on its back; dual purpose locking and carrying handle, in-line 2-speed switch; side expanders that can be adjusted to fit windows 28 to 38 in. wide; close-mesh, finger-proof protective grilles; side expanders can be left in window as permanent mounting frame and fan moved from room to room; weighs 28 lbs; 21 in. wide and high, 10 in. deep; air ratings: 2300 cfm high and 1500 cfm low.

Electrical Merchandising, August, 1950



MEYNELL Ranges Meynell Mfg. Co., Erie, Penna.

Models: Nos. 420 and 320 apartment ranges.

Selling Features: No. 420 has 4 Cutler-Hammer enclosed top burners 1250 watts each; Hart 5-heat switches throughout; automatic oven heat control; Fibreglas oven insulation; porcelain enamel oven interior, 17 x 14 x 18 in.; preheat oven pilot light; 1-piece white porcelain top and backsplash; oven unit 2400 watts and broiling unit 3000 watts; 230 volts, a.c.

No. 320 same as 420 with only 4 surface burners.

Electrical Merchandising, August, 1950

**FIRST in sales
and profits**

Arvin

portable electric heaters

at **40% OFF LIST!** ☆☆☆



\$8⁹⁵

PRICE LEADER, Model 91A. Here's real value—a compact, attractive fan-forced heater of undeniable sales appeal! Delivers 42 cu. ft. warm air per minute, 1320 watt power. Finished in suntan baked enamel with chrome plated handles. One year guarantee. Ideal for promotion. 40% off in lots of 6.



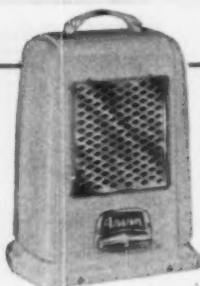
\$17⁹⁵

ONLY ARVIN, the leader, could offer this perfected combination fan-heater. Heats with 200 C.F.M. of warm air, 1320 watt element with 8-inch "air scoop" fan. Fan provides 600 cu. ft. of cool air in summer. Automatic Safe-Guard Safety switch. In bronze, green or ivory. 40% margin in lots of 3.

MODEL 5000



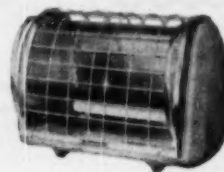
SAFE-GUARD Model 223. World's safest electric heater. The Safe-Guard safety switch cuts off current if unit is tilted or upset. No radio interference. Handy toe switch. Beautifully finished in tan enamel. AC only. 40% off in lots of 6. **\$12⁹⁵**



DELUXE SAFE-GUARD Model 223A and B. combines all the big features of the famous Arvin 223 with red glow light that shows when heater is switched on. Available in ivory or burgundy finishes. AC operation only. 40% off in lots of 6. **\$13⁹⁵**



ECONOMY HEATER Model 103. Same high capacity as other Arvin models. Attractive green hammerloid enamel finish, with bright chrome guard rails and handles. No-mar rubber feet. AC only. Arvin-famous 40% discount in 6-unit lots. **\$9⁹⁵**



RADIANT HEATER Model 52. Operates on AC or DC. Heavy duty 1320 watt heating unit wound on porcelain. Brilliant corrugated reflector spreads heat over wide area. Rents solidly on widespread base to prevent tipping. 40% off on lots of 3. **\$9⁹⁵**

Arvin: World's Largest Selling Electric Heater

You can be sure of sales and profits with Arvin portable electric heaters because Arvin leads the industry in consumer acceptance . . . in sales . . . in advertising.

But even more important to you in these days of increased costs, Arvin leads in profit . . . only Arvin offers you a full 40 per cent off . . . without demanding that

you buy electric heaters in carload lots.

Before you make any commitments or sign any orders for electric heaters (or electric housewares) get the Arvin sales and profit story. You'll find that Arvin is the line you can't afford not to sell.

Electric Housewares Division

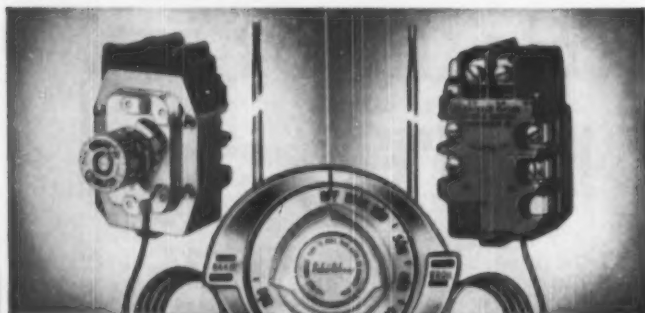
ARVIN INDUSTRIES, Inc., Columbus, Indiana
(Formerly Nobles-Garbus Industries, Inc.)

All Arvin heaters are listed by Underwriters' Laboratories

**NATIONALLY
ADVERTISED**

in Saturday Evening
Post, Better Homes and
Gardens, Country Gentleman,
Successful Farmer and Progressive Farmer.

New Robertshaw 3 in 1 Control FOR ELECTRIC RANGE OVENS



AUTOMATICALLY

1

Cuts in two oven elements for quick preheating

AUTOMATICALLY

2

Cuts out top element shortly before oven reaches preheat temperature minimizing overshoot

AUTOMATICALLY

3

Cuts in lower element and maintains oven temperature on that circuit only

A new high degree of automatic control of oven temperature is made possible by the new complete line of Robertshaw Electric Thermostats. The model illustrated combines the thermostat with automatic switching mechanism in a compact, easy-to-install case. Four mounting positions are provided, together with close-up or extended bezel to fit any switch panel in range-top or mantel-back position.

All operating parts have been reduced in size, and terminal screws are recessed to save space. Screws are inserted from rear, increasing accessibility and simplifying installation.

Complete line consists of three basic models. Write for complete information.

In home and industry, **EVERYTHING'S UNDER CONTROL**



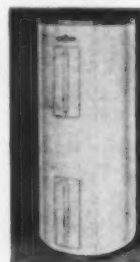
Robertshaw

THERMOSTAT DIVISION
ROBERTSHAW-FULTON CONTROLS COMPANY

YOUNGWOOD, PENNSYLVANIA

ELECTRICAL APPLIANCE NEWS

New Products



SUPERFEX Water Heater
Perfection Stove Co., 7609 Platt Ave.,
Cleveland 4, Ohio

Model: No. 250 Superfex automatic water heater.

Selling Features: Has a 52 gal. tank capacity; 2 Chromalox immersion-type units—upper 1500 watts, lower 1000-watts; each unit has separate thermostat permitting setting to water temperature desired; 2 thermostats can be set up for inter-locking or simultaneous operation at time of installation; designed for easy installation and servicing—wires are color-coded, 2 convenient doors permit easy servicing of thermostats and an access opening in top for installing pressure temperature relief device; scientifically-designed cold water baffle and special heat trap; white baked enamel finish with rust-proofed base.

Electrical Merchandising, August, 1950



DIALTEMP Heater

Appieman Glass Works, Bergenfield, N. J.

Device: New Electrigras radiant heat panels in standard, portable and Dialtemp models.

Selling Features: Panels provide clean heat without soot, dust, odor or dirt; heat is produced by a metallic alloy grid, fused into curbed Temprex glass which is practically indestructible—current passes through grid, generating infra-red heat; permanent or portable models available in a.c. or d.c. 110-volt or 220-volt models; radiant heat glass panels are installed flush with wall.

Electrical Merchandising, August, 1950



BEX Boot Valet

Beck, Inc., Grafton, Wis.

Device: "The Electric Shoe Shine Boy."

Selling Features: Can be used on floor

or table top for more effective working; includes a buffer or bonnet of imported wool pile that can be removed for dry cleaning; polished aluminum case; silent, 1/25 h.p. shaded-pole motor operates on 110 volt a. c.; push-type switch conveniently located; slip free suction cup mounting; weighs 10 lbs.; extra polishing heads \$5. extra; wool bonnet replacements, \$3.

Price: \$24.95.

Electrical Merchandising, August, 1950



PERMAGLAS Dairy Water Heater

A. O. Smith Corp., Milwaukee, Wis.

Device: Permaglas dairy water heater.

Selling Features: 15 gal. unit is filled with a pour pan in top; delivers hot water from brass spout at side; heart of unit is a glass-surfaced steel tank with thermostatically controlled wrap-around element; portable—weighs only 109 lbs empty; requires no installation other than plugging into 110-volt a.c. outlet; adjustable thermostat within a range of 125 to 185 degs, easily-removed pour pan provides full access to tank for cleaning; easy-to-clean Neotone enamel finish; 44 in. high overall, 18½ in. diam.

Electrical Merchandising, August, 1950



CORDLEY & HAYES Water Cooler

Cordley & Hayes, 443 Fourth Ave.,
New York 16, N. Y.

Device: No. G. C. bottle type water cooler with refrigerator storage compartment.

Selling Features: Stainless steel refrigerator compartment has nearly 1 cu. ft. storage space; cools a big assortment of large or small milk, soda or other bottles, and freezes over 3 lbs. ice cubes; in addition serves 50 deg. F. drinking water to about 50 office workers under average conditions; accommodates standard 5-gal. water bottle; fully sealed hermetic refrigeration system; compact, electro-galvanized bonderized cabinet measures 16 x 16 x 41 in. without bottle and has infra-red baked neutral gray finish with black recessed base.

Electrical Merchandising, August, 1950

Switch to America's Economy Pickup-



Big 6½-ft. Ford F-1 Pickup shown has a 95-h.p. 6-cylinder engine, 100-h.p. V-8 available at slight extra cost. G.V.W. rating is 4,700 lbs. Body capacity—45 cu. ft.

**AMERICA'S NO. 1 TRUCK VALUE GIVES YOU BIG CAPACITY—
RUGGED FRAME—10 EXTRA VALUES AT NO EXTRA COST!**

THERE isn't a full-size Pickup on the market today that carries a lower list price than the Ford 6-cylinder F-1 Pickup! Yet in Ford you get so *many extra values* at no extra cost. Today's smart truck buyers know this. That's why so many truck buyers are *switching* to Ford Trucks. That's why Ford Trucks are currently making the industry's biggest sales gains!

Get full details by mailing the coupon below right. See your Ford Dealer for good trade-in allowances, liberal terms, prompt delivery! Ford is America's No. 1 Truck Value. Over 175 different models to fit your particular job—from light duty Pickups to 145-h.p. BIG JOBS—and the only truck line in America which gives you your choice of 6-cylinder or V-8 power.

1. 45 Cu. Ft. Body Capacity.
2. 1480 Lb. Payload Capacity.
3. Up to 15% greater frame section modulus.
4. Up to 18% More Brake Lining Area.
5. Big 10" Gyro-Grip Clutch with needle bearing release levers.
6. Light Curb Weight—only 3,220 lbs.
7. Aluminum Alloy Flightlight Pistons.
8. Oil Filter and One Quart Oil Bath Air Cleaner (standard).
9. Ford Level Action Cab Suspension (standard).
10. Door Glass Air Wing Ventilators (standard).

MAIL THIS COUPON TODAY!

FORD Division of FORD MOTOR COMPANY
3275 Schaefer Rd., Dearborn, Mich.

Send me without charge or obligation, detail specifications on Ford Trucks for 1950.

FULL LINE ☐ HEAVY DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY DUTY MODELS ☐

Name _____
(Please print plainly)

Address _____

City _____ Zone _____ State _____

**Ford Trucking Costs Less Because —
FORD TRUCKS
LAST LONGER**

Using latest registration data on 6,592,000 trucks,
life insurance experts prove Ford Trucks last longer!

To —
SMART DEALERS
who sell
only the
BEST!

UL

Here's The **SAFEST** Supplemental Heater Ever Built

Electre steam
PORTABLE ELECTRIC STEAM RADIATOR

LET'S Face it!

You know—we know—Electre steam has developed imitators . . . Imitators follow leaders like muscle men follow a circus.

But the imitations don't sell as well as Electre steam. In spite of a mild winter last year, 97% of all dealers stocking Electre steam—the original Portable Steel Radiators sold out of these better heaters.

What happened to the imitations that looked something like Electre steam, were priced a few dollars less but didn't produce steam? What happened to the imitations that were actually priced higher than Electre steam? They are still "warming the stores" that stocked them while Electre steams are warming houses and offices.

PLAY IT SMART THIS YEAR

You know the selling power of LIFE MAGAZINE. We're adding it to our advertising schedule. To put more LIFE in your sales. Don't wait. Think of all the places you can sell these "6 warm babies" now.

Write for details today!

*For Any Room That's
HARD To Heat!*

- Homes
- Offices
- Shops
- Cabins
- Theater Ticket Booths
- Doctors' Examination Rooms
- Workmen's Shacks
- Motels
- Hotels
- Hospitals
- Apartments

ELECTRIC STEAM RADIATOR CORP.

1 ELECTRIC AVENUE

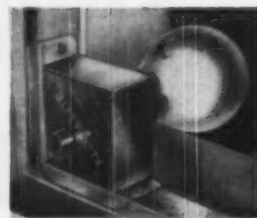
PARIS, KENTUCKY

In Canada Write Electric Steam Radiator Co. Toronto, Ontario

ELECTRICAL APPLIANCE NEWS

New Products

LIGHTING



KLOZ-A-LITE

Slater Appliance Div. Slater Electric & Mfg. Co., Inc., Woodside, Long Island, N. Y.

Device: Automatic closet light unit.
Selling Features: 1-piece unit fits any closet door; easy to install; portable; consists of switch, socket and cord combined; switch operates automatically by action of closet door on push button; light goes on when door is open, off when door is closed; a 25, 40 or 60 watt bulb may be used.

Price: \$1.98

Electrical Merchandising, August, 1950



NU-VIEW House Number

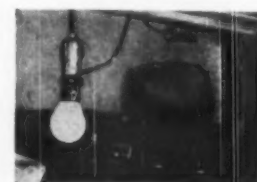
The Brittain Products Co., 380 E. Exchange St., Akron, Ohio

Device: Combination porch light and illuminated house number.

Selling Features: Fixture consists of a molded Bakelite case with two 15-watt Mazda bulbs to flood entrance-way with light, at same time light is projected through unbreakable translucent plastic numbers in front of case; removable base plate makes easy installation and replacement of bulbs; may be attached to any ceiling fixture after removing globe and bulb.

Price: Less bulbs, \$5.95.

Electrical Merchandising, August, 1950



DOR-SWITCH Closet Light

Dor-Switch Co., 5 No. Wabash Ave., Chicago, Ill.

Device: Automatic dor-switch closet light.

Selling Features: Consists of a specially constructed switch combined with cord and plug in one unit; installation is made at top of door frame and gives automatic on and off light action; suitable for dark closets, garage, pantry, or hallway.

Electrical Merchandising, August, 1950

Yes!
STEAM HEAT FROM A
WALL PLUG MEANS
EXTRA PROFITS
FOR YOU!



1 ELECTRIC AVENUE

PARIS, KENTUCKY

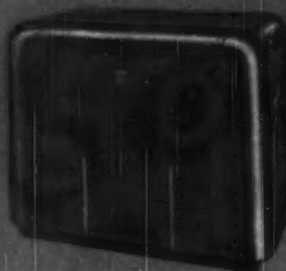
In Canada Write Electric Steam Radiator Co. Toronto, Ontario

Model PP-2045 features unusually low initial cost, Jr. Triple burner, Heat Sense construction, large top and front grilles for rapid heat circulation. Used in heat small apartments, offices, etc.



AIR-CONDITIONING HI-BOY FURNACE. Model RH-355 comes in complete "package" unit, \$5,000 S.T.U. output. Designed to heat the larger home. All automatic operation from wall thermostat. Easy to sell — economical to install — insulation for both dealer and user.

Conversion burner units also available. Ask for details about the complete Model RH-10 "package" deal.



The Profit Leader

Model PP-3520 covers entire electric equipment, wherever used. Oil burning space heater of 15,000 S.T.U. output, low initial type in light blond finish. Works with any home system. Features Triple burner, built-in heat sense control, completely low fuel bills. Satisfied Sales are the rule with this modestly priced heater. Thermostat-controlled forced circulation unit available as optional equipment.

"S" stands for "Silent Sioux" and also for "Satisfied Sales"



Customers everywhere are getting real "satisfaction" from "Silent Sioux" gas and oil heat! There are more potential Silent Sioux customers in 1950 than ever before due to Silent Sioux's national advertising in radio... newspapers... consumer magazines. Your customers want Silent Sioux... and every Silent Sioux unit means a "satisfied sale"... get ready for your biggest sales season in years! Write today for full information about the Complete Silent Sioux Story... Exclusive Dealer Franchise... Special Promotional Material... Points-of-Sale Displays... Electric Dealer Display Signs... Cooperative Advertising Program!!!



CIRCULATING FAN. Fits most any circulating heater with 4" stack. Built in draft regulator. Circulates heated air three ways—top, front and sides. Cuts fuel bills. Suspended heat usually lost in fire. Simple to install.

Now, Beautiful, "Chippendale Cabinet"

"ANNIVERSARY LINE" of GAS SPACE HEATERS styled as period furniture, finished in two-toned mahogany. Model GH-7000 is the new vented type and features 70,000 S.T.U. input, A.S.A. approved, 100% safety shut-off and pilot built in draft diverter; burner accessible from front, over all pipes. Powerful, thermostat-controlled blower for three-way floor-level-forced-circulation is optional. For the smaller home, recommend Model GH-3049 at 30,000 S.T.U. input, with similar features to the larger model and built to the high requirements of Silent Sioux. "ANNIVERSARY LINE" of OIL SPACE HEATERS are the finest ever made. Two-toned mahogany furniture styling, forced draft combustion, 2-way floor level circulation, low operating costs and minimum service. Seven models ranging from 20,000 to 70,000 S.T.U. output satisfy any budget requirement.

WALL FAN. The new Silent Sioux Wall Fan is installed close to ceiling. Circulates heat from ceiling of one room into another, and down to the floor. Saves fuel, increases efficiency of any space heater or floor furnace. Uses no more curved floor or light bulb. Finished in blond lacquer, with aluminum grille.



put More Green in Your Pocket by writing to

**SILENT SIOUX OIL BURNER CORPORATION
ORANGE CITY, IOWA**

Dept. EM-81

get acquainted with the COMPLETE Silent Sioux Story!

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



MOTOROLA Telesets

Motorola Inc., 4545 Augusta Blvd., Chicago 51, Ill.

Models: 17T1-A, 17T2-A, 17K1-A and 14-K1.

Selling Features: 17T1-A and 17T2-A are table models with 16 in. rectangular tubes and 6 in. speakers; a recessed brass finished bezel frames the picture tubes.

17K1-A is a console with a 16 in. rectangular tube and an 8 in. speaker; 14K1 is a console with a 14 in. rectangular tube and 8 in. speaker.

All models have 19 tubes plus picture tube and rectifier; 2 simple controls; built-in Tenna; target tuning; automatic gain control—new RF tube; new "flywheel" afc diode detector tube; mahogany cabinets; lined oak cabinets available at \$10. additional.

Prices: 17T1-A, 17T2-A and 14K1, \$239.95; 17K1-A, \$269.95.

Electrical Merchandising, August, 1950



ADMIRAL TV-Radio-Phonos

Admiral Corp., 3800 Cortland St., Chicago, 47, Ill.

Models: Nos. 34R16, 36R37, 36X36, 36R45, 39X26, 39X36 combination television-radio-phonos.

Selling Features: No. 34R16 has a 14 in. rectangular "Magic Mirror" picture tube; built-in directional Rotoscope antenna; 1-knob automatic tuning; all-channel turret tuner; AGC; automatic picture lock-in; intercarrier sound system; "Ratio-Detector" FM sound; Tele-glo reminder light; AM radio superhet has built-in aerospace IF circuit; 10 in. Alnico 5 speaker; triple-play automatic phono plays all records, all sizes with one spindle and one for all records; miracle tone arm; spacious album compartment behind concealed door; available in walnut or mahogany.

36R37, 36X36 and 36R45 have 16 in. "Magic Mirror" television—Nos. 36R37 and 36R45 have rectangular tubes; all models are equipped with Dynamagic FM-AM radios; with built-in FM-AM Aeroscopes; 12 in. Alnico 5 speakers; and triple-play automatic phonos that play all records and sizes using one spindle and one needle; walnut, mahogany or blond cabinets.

39X36 and 39X26 combinations have 19 in. "Magic Mirror" picture tubes; Dynamagic FM-AM radio with built-in FM-AM aeroscopes; 12 in. Alnico 5 speaker; and Triple-Play automatic phono; walnut or mahogany cabinet finishes.

All models have on-off jewel light which glows when any unit is turned on.

Prices: From \$299.95

Electrical Merchandising, August, 1950



SCOTT TV-Radio-Phono

Scott Radio Laboratories Inc., 4541 N. Ravenswood Ave., Chicago, Ill.

Model: "Cressy" combination radio-phono-teleseet

Selling Features: Combines a 16 in. direct-view television receiver with a 14-tube AM-FM radio and a 3-speed automatic phono in blond or dark mahogany; 12-channel TV chassis has a channel selector and vernier tuner and contrast and brightness dual controls; twin-chassis radio unit provides overall audio fidelity of 30-15,000 cycles and has a high fidelity 12-in. coaxial speaker.

Price: \$695, in mahogany; without TV chassis, which may be installed later, \$465.

Electrical Merchandising, August, 1950



ARVIN 1951 TV Line

Arvin Industries Inc., Columbus, Ind.

Models: 15 new TV receivers in a wide variety of screen and cabinet sizes.

Selling Features: New line includes 13 sets in the de luxe line and 2 models in the custom group. Five 12½ in. sets highlighted in the deluxe line are 2123, mahogany table model; 2121 mahogany table model; 2120 mahogany console; 2126 mahogany console and 2124C CM, combination console containing TV, FM radio and 3-speed record changer.

Six 16-in. sets with rectangular tubes: 2161 table model; 2160 console, lined oak mahogany or 2164 mahogany or lined oak console with ½ doors; 2162CCM TV-FM-phono combination.

2 models in colored cabinets: 4081T in willow green metal cabinet has 8½ in. tube; and 4080T in mahogany and lined oak finished metal.



Custom line: 4162CM and 4162CB are console models in mahogany and lined oak respectively and have rectangular "black picture" tubes; keyed automatic gain control; continuously variable tone control; and synchro-sound tuning; local-and-long-distance switch permits maximum performance for strong local or weak "fringe" signals; wood cabinets with built-in antenna; de luxe line has transformer-type a.c. receivers automatic contrast control and automatic frequency control to "lock in" image.

Prices: From \$119.95 for green metal 8½ in. set to \$349.95 for combination TV-FM-phono combination.

Electrical Merchandising, August, 1950



PILOT TV-Radio-Phono

Pilot Radio Corp., 37-06 36th St., Long Island City, 1, N. Y.

Device: No. TV-128 combination TV, FM radio and 3-speed Webster record changer.

Selling Features: 12½ in. tube receiver is housed in mahogany veneer cabinet and mounted on a sliding shelf in base; new TV circuit designed to give outstanding reception in fringe areas.

Price: \$269.50

Electrical Merchandising, August, 1950



WESTINGHOUSE TV Consoles

Westinghouse Electric Corp., Radio Division, Sunbury, Penna.

Models: Sutton, Lynwood, Ardsley, Berkeley, Hampden, Whitehall, and Copleigh.

Selling Features: Sutton, No. 624TB-16; Lynwood, 626TB16; Ardsley, No. 622K16 have 16 in. rectangular tube in mahogany base, Berkeley, No. 627-K16, Hampden, 628K16 and Whitehall (companion to Hampden in lined-oak) have 16 in. round tubes in mahogany cabinets. Copleigh, No. 631K19 has 19 in. rectangular tube in mahogany console.

Prices: From \$229.95 for Sutton to \$399.95 for Copleigh. Prices slightly higher in West.

Electrical Merchandising, August, 1950



MAGNAVOX Radio-Phono-TV combination

Magnavox Corp., Fort Wayne, Ind.

Model: Magnavox Contemporary radio-phono-television combination.

Selling Features: 16 in. rectangular picture; Magnavox synchro-sound tuning chassis with 23 tubes and 2 rectifiers; Magna-Lok automatic synchronizing circuit; automatic synchronizing circuit; automatic signal leveler and contrast control; built-in 3-way antenna for TV, AM and FM reception; radio has an AM-FM chassis, 9 tubes including rectifier and 6 watts output; 3-gang condenser tuning; 3-speed record changer has Magnavox Pianissimo feather-touch pickup; 12-in. Magnavox electrodynamic speaker on inclined baffle with high-frequency diffuser; available in mahogany or blond cabinet; also available as a radio-phono combination with Add-A-TV feature and extra record storage space for 18 in. TV installation at later date.

Prices: Blond oak, \$479.50; mahogany, \$459.50; radio-phono only, blond oak, \$269.50; mahogany \$249.50.

Electrical Merchandising, August, 1950



HOFFMAN Telesets

Hoffman Radio Corp., 3761 So. Hill St., Los Angeles, Calif.

Models: Decorator series includes 16 and 12½ in. consoles.

Selling Features: All models have easy-vision angle lens with rectangular black tubes; simplified "In-Dor" antenna; lighted, channelized station selector; electronic black-and-white to keep picture clear and bright; Models 849, 847 and 848 have 16 in. rectangular black picture tube; 23 tubes plus 4 rectifiers; 12 in. speaker; fine furniture "Styled in California" cabinets in

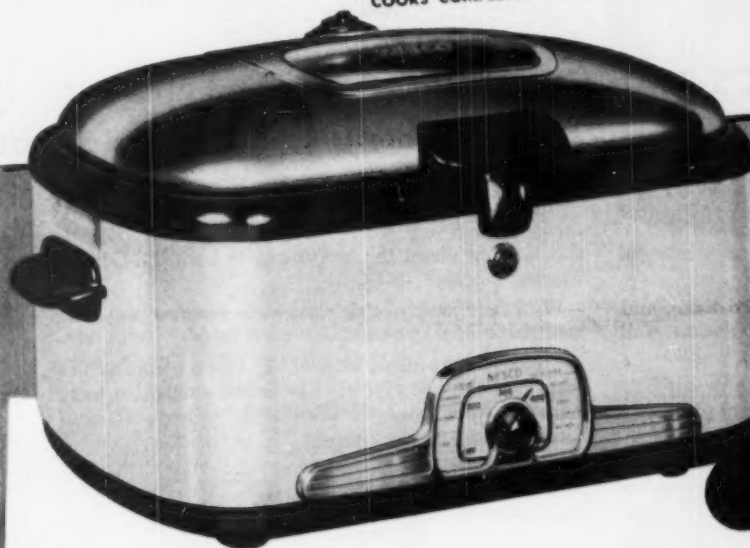


colonial maple, blond oak and mahogany finishes.

Models 843, 841 and 842 have 12½ in. black picture tube; 22 tubes plus 2 rectifiers; cabinets in colonial maple, blond modern and traditional mahogany respectively.

Electrical Merchandising, August, 1950

Cooks Everything!



Sell your customers
the famous
NESCO

Model 126
Roaster-Oven

WITH EXCLUSIVE "GUIDE DIAL,"
"PUSH-BUTTON" COVER RELEASE
AND DIAL-TYPE BROWNING VENT



Goes Everywhere!



TO THE COTTAGE AND CABIN!



TO PICNICS
WITH THE FAMILY!



TO ANY PART OF THE KITCHEN!



TO PARTIES AND
CHURCH SUPPERS!



TO THE PORCH
IN HOT WEATHER!

NESCO, INC. 270 NORTH 12TH ST., MILWAUKEE 1, WISCONSIN

Sales Offices: 1430 Candler Bldg., Atlanta • 1166 Merchandise Mart, Chicago • 200 Fifth Ave., New York
Western Merchandise Mart, San Francisco • 901 Ambassador Bldg., St. Louis

Preview of the greatest money-making clocks in America!

HERE ARE GENERAL ELECTRIC'S BEAUTIFUL NEW CLOCKS... at prices so low you'll sell more this year than ever before! It's another reason why the demand for spring-wound clocks will continue to run down, down, down!

Aren't these new, exciting G-E Clocks the most beautiful you've ever seen in your life?

Some of America's finest stylists designed them, and we think you will agree that these new G-E Clocks top all others for eye-appeal and sales-appeal.

Look at the low price tags, too. Your customers will go for this irresistible combination of beauty and price!

Everybody will know about it!

We're sponsoring the greatest advertising campaign we've ever run because everybody in America who can tell time

should know about the *terrific* buy in beautiful General Electric Clocks.

We'll have more electric clock messages than any other manufacturer!

Frankly, we're afraid we won't be able to manufacture these new General Electric Clocks *fast* enough to meet demand! Appliance and Merchandise Dept., General Electric Company, Bridgeport 2, Connecticut.

BETTER ORDER THROUGH YOUR DISTRIBUTOR NOW! Remember, all you've got to do to sell clocks this year is to feature the new General Electric line!



The Wink
ONLY
\$4⁵⁰*

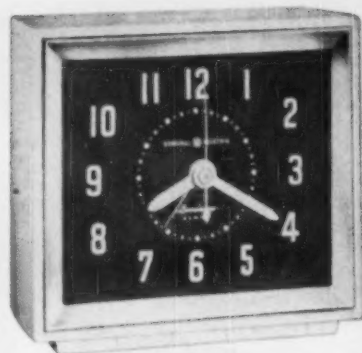


The Gourmet
ONLY
\$6⁵⁰*

This newest G-E Clock has a sensational bubble-like crystal that makes the easy-to-read dial seem to float in space... and it's *shatterproof*! Dark green hands and numerals contrast beautifully with dial. Gold-color sweep-second hand.

Women vote this new, sensational kitchen clock America's *finest*! It's so easy to read from any part of the room. Neatly designed numbers are raised and stand out in relief. So easy to keep clean, too! In red, green, yellow, and white.

The Nudger
ONLY
\$6.95*



New Herald
ONLY
\$5.95*



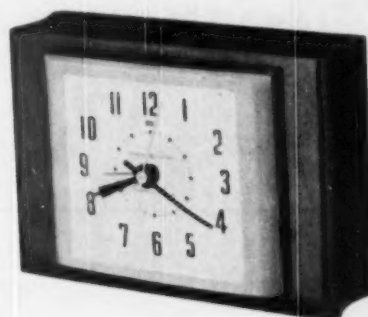
This alarm features a large dial with luminous hands and hour dots. Modern ivory-plastic case. White numerals and hands contrast with chocolate-brown background of large dial.

Hands and numerals are luminous for jiffy time-telling in the darkest room. Large, shatterproof crystal. Sparkling case of molded ivory-plastic. Sweep-second hand is polished brass.



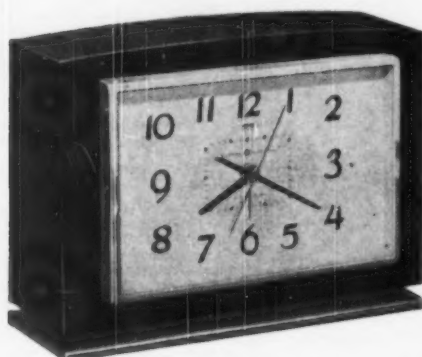
Twinkle
ONLY
\$7.95*

This bedside electric alarm serves equally well as an occasional clock. Polished brass base contrasts with beautifully molded maroon-plastic case. An ideal clock for a gift.



The Repeater
ONLY
\$8.95*

Another G-E first... an automatic alarm! Just set the alarm once, and it wakes you on time every morning. Never has to be reset. Convenient shut-off lever for week-end late sleepers.



Candlewick De Luxe Alarm
ONLY \$14.95*

Richly grained mahogany case with polished brass base. Raised, gold-color numerals. Red sweep-second hand. For the living room as well as the bedroom.



Rhapsody
ONLY \$55.00*

Graceful lines and fluted base pedestals distinguish this fine clock. Richly grained mahogany case. Westminster chimes strike on the quarter hour and the hour.

*Plus applicable taxes. Prices subject to change without notice.

ORDER THROUGH YOUR DISTRIBUTOR NOW!

*Remember, all you've got to do to sell clocks this year
is to feature the new General Electric line!*

GENERAL  **ELECTRIC**



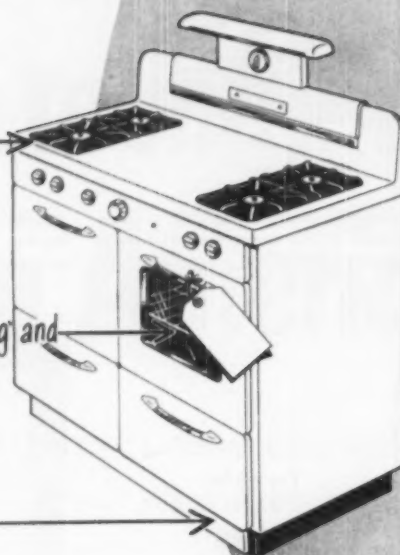
—One Look at the Quality—



—a glance at the price-tag and—



SOLD!



You could look many a day and many a place
and still not come up with quality which
impresses customers so favorably! And it's no
wonder, because these gas ranges . . . the Acorn and Oriole
(called Acorn in the West—Oriole in the East)
. . . are styled to please your customers
. . . styled to satisfy their special needs.
Find out more about their *reasonable*
prices making *healthy* profits in today's market!

ACORN-ORIOLE
DIVISION OF



PERFECTION STOVE COMPANY
7137-C Platt Avenue • Cleveland 4, Ohio

ELECTRICAL APPLIANCE NEWS
New Products
TELEVISION



MAGNAVOX TV Receivers
The Magnavox Corp., Ft. Wayne, Ind.

Models: Companion TV receivers with new 14 in. rectangular picture—Hampshire and Plaza.

Selling Features: Identically electronically the two units vary only in their cabinets speaker size and price; Hampshire, table model has an 8 in. Magnavox speaker; Plaza console has a 12 in. Magnavox speaker; both models have big-picture Magnavox systems; synchromatic tuning chassis with 20 tubes and 2 rectifiers; instant tuning; Magnavox built-in antenna; automatic controls include Magna-Lox synchronizing circuit; mahogany cabinets.

Prices: Hampshire, \$198.50; Plaza, \$239.50.

Electrical Merchandising, August, 1950



EMERSON Table Telesets
Emerson Radio & Phono Corp.,
111 8th Ave., New York 11, N. Y.

Models: Nos. 663, 661, 662, 660 and 673 table television sets.

Selling Features: No. 663 has a 16 in. rectangular picture tube; 1-knob tuning; built-in antenna; full screen focus; sharp picture edge; black magic contrast; mahogany cabinet.

No. 661, 16 in. round tube in an Ingraham mahogany cabinet, built-in antenna; AGC.

No. 662, 14 in. rectangular tube in walnut plastic cabinet; built-in antenna; simplimatic tuning; long distance circuit.

No. 660 has a 12½ in. tube in an Ingraham mahogany cabinet; miracle picture lock.



No. 673, 13½ in. picture tube; built-in antenna; 1-knob simplimatic tuning; front panel concealing controls; super power long distance circuit; mahogany cabinet.

Prices: No. 663 and 661 \$199.95; No. 660, \$169.95 and No. 673, \$149.95.

Electrical Merchandising, August, 1950



Women Use the Companion ...and you can too!

Here are salesmen with eye-appeal—three timely articles in the August COMPANION perfectly suited for counter and window display!

- ✓ "Moving-Van Equipment"—electrical appliances movable from one house to another without installation expense. Automatic washer, ironer, dishwasher on wheels, clothes dryer, mixer, and roaster!
- ✓ "Narrow Lot, Spacious House"—a compact kitchen with a number of electrical appliances—all featured in a space-saving house which has been especially designed for COMPANION readers!
- ✓ "Steam Irons on Parade"—thirteen types and makes of electric steam irons, many usable as dry irons too!
- ✓ Yes, it's always good business to spotlight merchandise advertised in the COMPANION (listed at right).

Woman's Home **COMPANION**

Average
Circulation:
More than
4,000,000

ALREADY PRE-SOLD FOR YOU!

Get a running start by featuring COMPANION-advertised goods. Check below the Electrical Products that you carry—then cash in on the COMPANION'S No. 1 editorial boost!

- Admiral Electric Range
- Airway Sanitizer
- Vacuum Cleaner
- Cadillac Vacuum Cleaner
- Domestic Sewmachines
- Frigidaire
- Frigidaire Automatic Washer
- Frigidaire Electric Ranges
- General Electric Irons
- General Electric Steam & Dry Iron
- General Electric Washers & Ironers
- General Mills Automatic Toaster
- General Mills Home Appliances
- Maytag Washers, Ironers, Ranges & Freezers
- Monitor Aerator Washer
- Perfection Electric Range
- Philco Home Freezer
- Presto Vapor-Steam Iron
- Speed Queen Washers & Ironers
- Sunbeam Coffeemaster
- Sunbeam Mixmaster
- Universal Coffeematic
- Universal Select-a-Range
- Universal Stroke-Sav-r Iron
- Westinghouse Electric Range
- Westinghouse "Frost-Free" Refrigerator
- White Sewing Machines

for "Melt-In-Your-Mouth" RESULTS

FEATURE

ROPER

"America's Finest Gas Range"



Sensational New Positive-Action
"BAKE-MASTER" Oven Pre-heats
Faster... Bakes and Cooks Better

This outstanding ROPER accomplishment will instantly make sense to your customers. A newly-developed, super-speed, bar type burner, combined with new and improved interior oven construction, provides an oven that pre-heats faster... supplies all parts of oven with a uniform heat flow, maintained at the exact desired temperature. Yes, ROPER gives you "More Features To Talk About... More Real Value To Sell".

Sales-Making **CROWNING ACHIEVEMENTS**

- | | |
|-----------------------------|-----------------------------|
| "Center-Simmer" Top Burners | "Insta-Matic" Clock Control |
| "Staggered" Cooking Top | "Scientific" Cooking Charts |
| "Insta-Flame" Lighters | "Roper-Glo" Broiler |

GEO. D. ROPER CORPORATION • ROCKFORD, ILLINOIS
Offices and Warehouses in Principal Distribution Centers

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



PHILCO Tele-Phone Combinations
Philco Corp., Tioga & C Sts.,
Philadelphia, Pa.

Models: 12½ in. Neoscope model No. 1282 and a 17 in. tube combination television-phonograph.

Selling Features: Designed for those who have no need for an additional radio, both models feature a new 3-speed record changer which plays all sizes and speeds of records automatically; super-tone reproducer for improved tonal quality; provides up to 5 hrs. continuous music.

No. 1282 has a 97 sq. in. picture; tunable built-in aerial system; balanced beam automatic scanning system; simple, convenient controls; 18 tubes plus selenium rectifier, mahogany cabinet with tilt-front for record player.

17 in. tube model; 150 sq. in. picture.
Electrical Merchandising, August, 1950



ADMIRAL TV Consoles
Admiral Corp., 3800 Cortland St.,
Chicago, 47, Ill.

Models: 5 16-in. and 19 in. consoles.

Selling Features: Nos. 26R37 and 26R26 have 16 in. rectangular picture tubes; built-in directional Roto-scope; all-channel turret tuner; 1-knob automatic tuning; gated age; automatic picture lock-in; dual carrier signal system; 10 in. Alnico 5 speaker; Tele-glo reminder light; No. 26R37 has a modern cabinet with half double doors; available in walnut, mahogany and blond. No. 26R26 has an 18th Century style cabinet and half doors available in walnut or mahogany.



Nos. 26X56, 26X66, and 26X76 have new compact 16 in. picture tube with expanded full vision screen; built-in directional Roto-scope and all the other features listed in above consoles; No. 26X56 has open face cabinet; other models have half size double-doors; Nos. 26X56 and 26X66 are available in walnut, mahogany or blond finishes; No. 26 x 76 in. walnut or mahogany.

No. 29x16 has 19 in. "Magic Mirror" picture tube; full vision screen; 12 channel coverage; 1-knob automatic tuning; super-powered chassis; built-in directional Roto-scope antenna; turret tuner; 12 in. Alnico No. 5 speaker, and all the other features listed; full length double door cabinet in walnut, mahogany or blond.

Prices: From \$269.95 to \$399.50

Electrical Merchandising, August, 1950



EMERSON TV Consoles

Emerson Radio & Phono Corp.,
111 8th Ave., New York 11, N. Y.

Models: Nos. 664, 668, 667, 669, 665 and 666.

Selling Features: No. 664, 12½ in. picture tube in hand-rubbed mahogany cabinet; built-in antenna; miracle picture lock; simplimatic tuning.

No. 668, 16 in. round tube console has long-distance circuit; miracle picture lock; built-in antenna; custom console cabinet in mahogany.

No. 667, 16 in. round tube, mahogany console with ½ doors.

No. 669, 19 in. tube, has all the latest Emerson features in a custom cabinet with matching full-length doors available in blond or mahogany.

No. 665, combination AM radio, phono and television; 12½ in. picture tube; improved 14 tubes superhet radio; automatic 3-speed record changer, continuous playing of 7, 10 or 12 in. records; mahogany cabinet.



No. 666, 16 in. television-phonograph combination has 16 in. picture tube; AM and FM radio; automatic 3-speed record changer; 12 in. speaker and spacious record compartments; mahogany cabinet.

Prices: No. 664, \$179.95; No. 668, \$239.95; No. 667, \$269.95; No. 669, \$339.95; No. 665, \$249.95; and No. 666, \$339.95.

Electrical Merchandising, August, 1950

the magnificent **M**agnavox *radio - phonograph - television*



R FOR EXTRA PROFITS

... Factory-To-Dealer Distribution!

DEALERS profit two ways from the Magnavox policy of direct, factory-to-dealer distribution. First, by performing some of the functions of distributors, they enjoy higher markups than would otherwise be possible. And second, they realize many extra sales, for streamlined selling concentrates the business among the relatively few selected dealers. Furthermore, Magnavox markups do not shrink, for this is the company known for enforcing its fair trade prices wherever they are recognized by law.

The Magnavox Company
Fort Wayne 4, Indiana



THIS DISPLAY FREE

Here's the deal: With every three (3) Electromode Model PJ-13 Portable Heaters a dealer orders from his wholesaler, he gets this big 4-color PJ counter or window display and a supply of literature at no cost. 21½" high, 14½" wide. PJ Heater fits right into display as shown.

Now...You'll Sell 'Em Faster Than Ever!

Yes, this will be the biggest profit year in history for Electromode dealers and wholesalers! No heater can touch Electromode for quality, service, exclusive, patented features and point-of-sale merchandising aids. Speed turnover...boost profit with the only all-electric heaters on the market that are completely safe from fire, shock or burn...have lifetime heating elements!

Electromode—the heater with 100 uses—has these benefits:

- Exclusive, patented cast-aluminum heating element. No red hot wires. Thousands in use for over 20 years and never a burnout. You can't get burned—the low operating temperature eliminates all danger. Even touching the element will not cause shock.
- Automatic safety switch cuts off current if air flow is stopped. No fire hazard even if tipped over.
- 218 square inches of finned heating surface—four times greater than ordinary heaters—four times greater effective heat.
- 80 cubic feet of fan-circulated heat delivered every minute. Circulates heat throughout room faster, more efficiently.
- Operates for as little as 1¢ an hour.
- Won't smudge walls or rugs. Won't scorch! Won't cause film! Electromode heat is the cleanest heat.
- Noiseless, shaded-pole, non-radio-interfering, oil-sealed motor. Guaranteed for long, continuous operation.
- Delivers 4508 B.T.U. per hour—1320 watts, 110 volts A.C.—plugs in anywhere—easy to carry—weighs only 15 pounds.
- May be used as fan for cooling in summer.
- Made of sturdy, heavy-gauge furniture steel.
- Ruggedly built heater cabinet will hold a 200-pound man.
- Approved by Underwriters' Laboratories and Canadian Standards Association.



Model WJ-13 (Automatic)
Bathroom Heater (above)

Model WJ-13 or WJA-13 Bathroom Heaters have all the exclusive features of the Electromode portable PJ-13 heater. These units build into standard 2" x 4" wall construction. Available in white or chrome, automatic or non-automatic. 1320 watts, 110 volts. 4508 B.T.U. Electromode makes a complete line of all-electric heaters for home, industry and farm.

GET THE FULL STORY!

ELECTROMODE
all Electric HEATERS

ELECTROMODE CORPORATION, DEPT. EM-80
45 Crouch St., Rochester 3, N. Y.

I'd like to make more profit on electric home heaters. Please send full information. I am a ☐ retailer ☐ wholesaler.

NAME

FIRM NAME

ADDRESS

CITY

ZONE

STATE

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



ADMIRAL Table Teleset
Admiral Corp., 3800 Cortland St.,
Chicago, 47, Ill.

Model: No. 16R12 table teleset.

Selling Features: 16 in. rectangular picture; built-in directional Roto-scope antenna; all-channel turret tuner; 1-knob automatic tuning; age; automatic picture lock-in; inter-carrier sound system; Alnico 5 PM speaker; Tele-glo reminder light; high-efficiency power transformer; improved focus control; 125 volt, a.c. only; compact, mahogany cabinet.

Price: \$199.95

Electrical Merchandising, August, 1950



AIR KING Table Teleset

Air King Products Co., Inc., 170 53rd St.,
Brooklyn, 32, N. Y.

Model: No. 16M1 16 in. table teleset.

Selling Features: Equipped with "Hytron" 16 in. rectangular tube housed in metal mahogany grain cabinet.

Price: \$189.95

Electrical Merchandising, August, 1950



WESTINGHOUSE TV-Radio-Phono

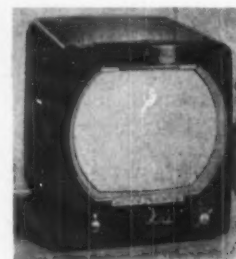
Westinghouse Electric Corp., Radio Div.,
Sunbury, Penna.

Models: Manocrest No. 633C17 and
Lansdowne, No. 634C17.

Selling Features: Both models have a combination AM-FM 9 tube plus 1 rectifier radio, with 3-way record player and 17 in. picture tube TV; 12 in. P.M. speaker; tone control; automatic volume control; single dial control; pre-tuned built-in antenna. Manocrest has mahogany cabinet. Lansdowne, blond mahogany.

Prices: Manocrest, \$449.95; Lansdowne, \$469.95.

Electrical Merchandising, August, 1950



PHILCO Neoscope Telesets

Philco Corp., Tioga & C Sts.,
Philadelphia, Pa.

Models: 4 12½ in. tube models—Nos. 1207, 1208 1234 and 1284, feature new type picture tube called the Neoscope.

Selling Features: Neoscope tube has slenderized neck, compact glass envelop, and new electron gun which permits more compact cabinet dimensions and results in a shorter, lighter streamlined tube that produces improved picture quality at lower cost, the manufacturer claims.

No. 1207 mahogany plastic table model has 97 sq. in. picture with gray filter face; built-in aerial system—18 tubes plus selenium rectifier; convenient controls for picture and static-free FM sound system; compact design, weighs 44 lbs.

No. 1208, table model with mahogany wood cabinet.

No. 1234 console in mahogany.

No. 1284, a new TV-phono combination console mahogany tilt-front cabinet.

Electrical Merchandising, August, 1950



TRANSVISION Telesets

Transvision, Inc., New Rochelle, N. Y.

Models: Georgian, Regency, Waldorf.

Selling Features: Georgian console with full doors is available with 16 or 19 in. picture tube and as a TV set only, or with TV, FM-radio and a 3-speed phonograph; mahogany finish; blond finish at extra cost; cabinet has lucite mask designed to fit tube snugly.

Regency open type console with or without 3-speed phono in drawer.

REVOLUTIONARY NEW AMPRO-TAPE RECORDER OPENS RICH \$50,000,000⁰⁰ MARKET!

1001 USES

for homes, offices, factories,
schools, churches, institutions

RECORDS BABY'S VOICE

Babies' voices can be preserved on tape forever; older children can be helped with language and music lessons through recording on the amazing Ampro.



MAKES DICTATION EASY

Businessmen find the Ampro tape recorder invaluable for dictation at home or office; for recording important conferences, for special recordings to use at sales meetings, etc.

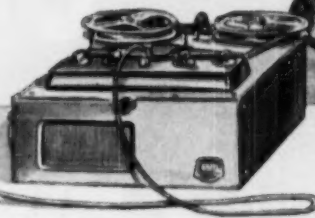


9 BIG FEATURES!

- Records 2 full hours on 7" Tape
- Cannot erase accidentally
- Motor Rewind and Fast Forward
- Tone Control
- Instant Stop Switch (Foot pedal attachment available)
- Portable—Weights only 17 Pounds
- Large 5" x 7" Speaker
- High Fidelity—Wide Frequency Range
- External Speaker Outlet



*I Haven't Seen
Anything Catch On So
Fast Since Television
First Came In!*



Anyone Can Operate It! Anyone Can Afford It!
\$1000⁰⁰ WORTH OF FEATURES FOR
\$109⁵⁰

**Sells Itself in One Demonstration to
Parents, Businessmen, Students, Musicians
Teachers, Ministers, Many Others!**

Your prospects for this completely new Ampro-Tape Recorder are limited only by the number of families and businesses in your town! One customer brings in ten more; every machine you sell becomes a "demonstrator" that brings in more sales! The Ampro records at a slow speed on a dual

track, recording twice as much material as conventional recorders. On each reel upkeep is negligible. The same tape can be used over and over again. The Ampro is easily portable—weights only 17 pounds. And remember, the Ampro-Tape Recorder is a quality machine, made by a company which has been a leader in the field of precision manufacturing for over 20 years! Write today for full details on this astonishing new profit-builder!



Trade Mark Reg. U.S. Pat. Off.

AMPRO CORPORATION • CHICAGO
A General Precision Products Corporation Subsidiary

Don't Delay...Write Today!

AMPRO CORPORATION

2835 N. Western Ave., Chicago 18, Illinois

I am interested in complete information on a franchise for the new AMPRO-TAPE Recorder. I am: ☐ Dealer ☐ Distributor.

Name

Firm Name

Address

City State

100-5-50

TELEVISION



PHILCO
TV-Radio-Phono Combinations
Philco Corp., Tioga & C Sts.,
Philadelphia, Pa.

Models: Philco 1951 line includes 10 television-radio-phonos combinations, two of which are described below.

Selling Features: No. 1872 has a 17 in. rectangular tube with 150 sq. in. picture; extra power circuits for added sensitivity and selectivity; double-action synchronizing to lock-in pictures; gated age; automatic balanced beam scanning system; tunable built-in aerial system; custom-built duplex chassis; AM radio; 3-speed automatic record changer with nodding spindle plays all sizes and all speeds; 22 tubes plus 4 rectifiers; Queen Anne console cabinet in mahogany veneers.

No. 2176 has 20 in. rectangular tube with 215 sq. in. picture; remote control permits turning set on-or-off, selecting stations and adjusting picture and sound without leaving chair; other features as listed above for model 1872, plus an FM-AM radio with 26 tubes and 4 rectifiers; Georgian design Honduras mahogany cabinet; 2 large record storage compartments.

Electrical Merchandising, August, 1950



WESTINGHOUSE Table Telesets
Westinghouse Electric Corp., Radio Div.,
Sunbury, Penna.

Models: Kenwood, Glenwood, Greenwich, Sutton and Lynwood.

Selling Features: All tubes are dark-faced type to provide full contrast range; built-in antennas; 12 channel reception in high and low bands; provisions are made for connecting ultra high frequency tuner; synchronous tuning incorporated into single dial to control picture and sound simultaneously; automatic frequency control; Kenwood, No. 625T12 has 12½ in. tube in walnut cabinet; Glenwood, No. 630T14 has 14 in. rectangular tube in mahogany cabinet; Greenwich, No. 632T14 has 14 in. rectangular tube in mahogany colored plastic cabinet. Sutton, No. 624T16 has 16 in. rectangular tube in mahogany plastic cabinet; Lynwood No. 626T16 has 16 in. rectangular tube in mahogany cabinet.

Prices: From \$159.95 for Kenwood to \$239.95 for Lynwood; slightly higher in West.

Electrical Merchandising, August, 1950

Talk about salesmen with contacts!

"By" and "Kay" Factor have 33,000,000 friends
and can help you sell 'em your appliances



↑
"By's" base has
a special
adhesive that
sticks to any
dry surface.



↑
"Kay's" base has
a special
adhesive that
sticks to any
dry surface.

These 5-inch sales-minded characters are telling 33,000,000 readers of **LIFE** and **BETTER HOMES & GARDENS** what both men and women should look for in buying appliances.

Now, "By" and "Kay" are ready to stick to the sides or tops of appliances in your store—to remind buyers how to buy, and sellers how to sell—with Fiberglas® Insulation.

To get your supply of these sales aids, see your distributor or manufacturer's representative.

OWENS-CORNING FIBERGLAS CORPORATION
Dept. 104 H, Toledo 1, Ohio

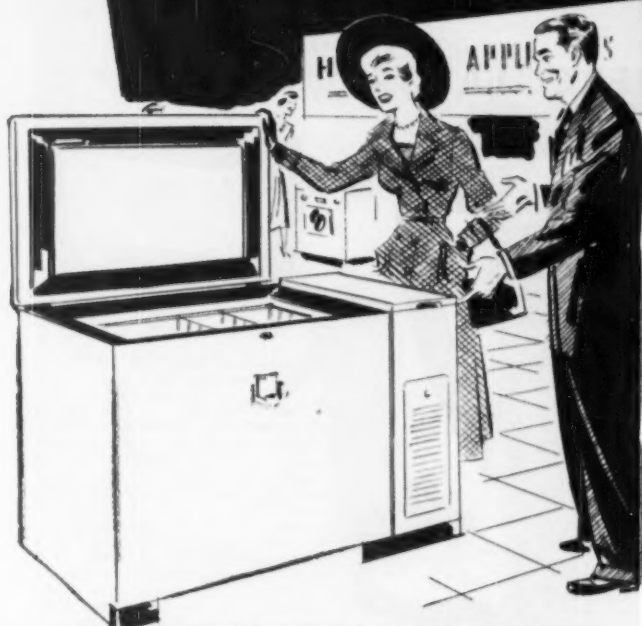
OWENS-CORNING
FIBERGLAS

Appliance Insulation

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

12 months a year... Profitable Turnover with Hotpoint



THE HOTPOINT FOOD FREEZER

As a sales leader for August we proudly present the Hotpoint Food Freezer . . . with a size for every family need. THRIFT-MASTER unit . . . automatic temperature control . . . freezer alarm signal . . . rust-proof interior and all steel cabinet are but a few of the many sales appeal features engineered into this amazingly popular product.

Hotpoint's dynamic year 'round sales program is a working fact—not just a theory! Profit-wise merchandisers, everywhere, are feeling the impact of the Hotpoint plan in their profit statements month after month.

The Hotpoint Full-Line Franchise provides every major unit for the complete electric kitchen and home laundry, plus a fully developed merchandising program for every month of the year. There is never a dull month with Hotpoint.

Talk to your Hotpoint distributor and get all the facts concerning the complete line of Hotpoint products and the Hotpoint Full-Line Franchise. Get on the right track now to constant, profitable turnover . . . every month.

★ No more "letdowns" following hot selling seasons

★ No more "doldrums" that eat away profits

★ No more "valleys" that reduce profit peaks

...but a full line of products that insures a full year of profits

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Hotpoint Inc.

Ranges • Refrigerators • Dishwashers • Disposalls® • Water Heaters • Food Freezers
Automatic Washers • Clothes Dryers • Rotary Ironers • Cabinets

ELECTRICAL MERCHANDISING—AUGUST, 1950

(A General Electric Affiliate)
5600 West Taylor Street, Chicago 44, Illinois

PAGE 167



*"I'm through being a slave
to a sales manual"*

**Just two big features
sell the WEST BEND**

Flavo-matic

ELECTRIC PERCOLATOR

**1. IT'S FULLY
AUTOMATIC**
MAKES GOOD COFFEE
AND KEEPS IT HOT

**2. IT'S ONLY
\$9.95**
COMPLETE WITH CORD;
INCLUDES EXCISE TAX

"... Sure, I figure I'm a pretty practical-minded guy when it comes to selling. I have to be these days because customers want me to tell 'em what makes an appliance tick before they'll buy. Well... you could have knocked me over with a feather the day I started selling the West Bend Flavo-matic. All you have to remember are the two biggest features that make the Flavo-matic tops among all the coffee makers. It's fully automatic and it's only \$9.95... not twice as much... just \$9.95. I've quit being a sales manual bookworm and spend my time selling Flavo-matics."



PATENTS APPLIED FOR

...and don't forget... plenty of **EXTRA SALES AMMUNITION** is making the **FLAVO-MATIC The Coffee Maker of the Year!**



**EASY
POURING
SPOUT**
(1) Pours straight into cup and cuts off instantly — won't spill a drop. (2) Smoothly tapered and simple to clean. (3) Large spout opening draws brew from both top and bottom — assures equal flavor and temperature.



**DESIGN
OF
TODAY**
Smooth and graceful — that's the Flavo-matic. Has the streamlined, functional design of an appliance costing far more. It is a beautiful accessory for table use.



**Mmm...
THE
COFFEE**
Never in doubt. The coffee is full-flavored and delicious each and every time. Special design even allows the use of drip grind coffee for rich, even flavor.

WEST BEND Aluminum Co.
WEST BEND, WISCONSIN

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



EMERSON Clock-Radio

Emerson Television & Radio Corp.,
118th Ave., New York, 11, N. Y.

Model: No. 671 clock-radio
Selling Features: Clock automatically turns on radio program selected in advance; suitable for bedroom, kitchen, living room or office; acoustically constructed cabinet of walnut Bakelite with full-vision dial.
Price: \$29.95 walnut; \$32.95 ivory.
Electrical Merchandising, August, 1950



WAKEMASTER Clock-Radio

Jewel Radio Corp., 10-40 45th Ave.,
Long Island City 1, N. Y.

Device: No. 5057-U Wakemaster radio-clock with appliance switch.
Selling Features: Electronic appliance switch turns on appliances such as toaster, fan, heater or coffee maker and turns them off automatically; also turns radio on and off; radio has vernier slide dial, superhet radio with 5 tubes including rectifier; clock located in center of grille has Telechron sweep-second alarm movement; multi-color luminous clock with polished brass rim and cut-out numerals; built-in Duraloop antenna; plastic cabinet; 7½ in. high, 12¾ in. wide and 5½ in. deep.
Prices: \$33.95 in ebony; \$34.95 in walnut and \$36.95 in ivory, all with contrasting grille.
Electrical Merchandising, August, 1950



MOTOROLA Radio-Larm Clock

Motorola Inc., 4545 Augusta Blvd.,
Chicago, 51, Ill.

Device: Model SC1 Motorola Radio-Larm clock.
Selling Features: Clock operates independently of radio; 3-way switch permits continuous use of radio and allows programs to be turned on automatically at any predetermined time or turns radio off at any time up to 60 minutes; modern Bakelite cabinet in forest green or ivory with polished brass trim.
Price: \$32.95
Electrical Merchandising, August, 1950

THE BIG 3 THAT MAKE ELECTRIC RANGE SALES GROW

Three simple things are all you need do to build more Electric Range sales. They work! Dealers in all parts of the country have proved that to themselves. Try these three steps and find out for *yourself*:

1

**HAVE AN OPERATING
ELECTRIC RANGE ON YOUR FLOOR**



It's always easier to sell a "live" range than a "dead" one. Have a working model plugged in right on the sales floor for demonstration. Then, when you flip a switch, the prospect sees action, feels how quickly the elements heat up, can touch the oven and feel how cool the outside is when it's hot inside. Demonstrations build store traffic, too!

2

**USE AN ELECTRIC RANGE
IN YOUR HOME**



That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks.

3

**MAKE A FOLLOW-UP
CALL ON PURCHASERS**



When a customer buys an Electric Range, chances are she's not too familiar with its operation. With just a little help she'll find out where every control is, and how to use it. That's why it's so important not to let the sale drop when delivery is made. Have the salesman or your home economist visit the customer once or twice after delivery, and demonstrate the range in the customer's own home. Then she'll be the kind of satisfied customer who is a good salesman for you, can bring you a lot of other customers.

CASH IN ON THE TREND...
Sell Electric Ranges!

Another million American families switched
to Electric Cooking last year!

ELECTRIC RANGE SECTION

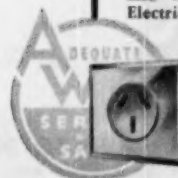
National Electrical Manufacturers Association, 135 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLY • DEEPFREEZE • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON
HOTPOINT • KELVINATOR • LEDO • MONARCH • NORGE • UNIVERSAL • WESTINGHOUSE

ELECTRICAL MERCHANDISING—AUGUST, 1950

Wire Your Store for Modern Merchandising

Remember—when your store has a three wire service to demonstrate Electric Ranges, it is also wired for other appliances, such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."





On two Model 1001
(2 speed control)
sells for
\$59.95*
With full set of
attachments
\$74.45*

MODEL 125
(single speed)
including 2 attach-
ments, sells for
\$49.95*

MODEL 800
(2 speed control)
with full set
of attachments,
sells for
\$69.95*

MODEL 301
(single speed)
including attach-
ments shown,
sells for
\$49.95*



ENTIRELY MADE IN
OF ROCKFORD

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

CADILLAC

NATIONAL ADVERTISING
NOW REACHES

Millions of New Prospects

IN YOUR SALES AREA!

To make Cadillac sales come easier and oftener, we've recently placed on our national advertising schedule: Woman's Home Companion, Cosmopolitan, and Household Magazine.



The combined readership of these 3...

plus



The vast readership of these 4...

... means more prospects... more sales—
more profit than ever before for you who
sell Cadillac.

Mr. Cadillac Dealer!

It's the local impact of Cadillac
national advertising that counts with
you. So, we've prepared an analysis of
Cadillac advertising in your trading
area—a breakdown of circulation
figures to show you how many home-
makers in your community read
Cadillac ads in these leading national
publications.

Look into it. Ask your distributor
about it, and you'll see that Cadillac
is easier to sell, because it's
solidly pre-sold.

Since 1911, sold only
by reliable dealers.

CLEAVENTS MFG. CO.

Dept. A, 6646 S. Narragansett Ave., Chicago 38, Ill.

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



WESTINGHOUSE AM-FM-Phono
combinations

Westinghouse Electric Corp., Radio Div.,
Sunbury, Penna.

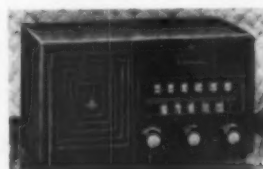
Models: No. 316C7, 317C7 and
326C7.

Selling Features: No. 316C7 features
a new automatic 3-way record changer
which uses one pick-up for long play-
ing and standard records; AM-FM
radio has built-in antennas for both
bands; 3-position tone control; avc
for steady AM and FM sound; new
permeability tuner; 7 tubes plus 2
selenium rectifiers.

326C7 top-of-line console in mahog-
any cabinet has AM-FM 7-tube plus
2 rectifiers superhet; 12 in. Alnico
speaker; automatic 3-speed changer
with single pick-up point for all record
speeds; tone control; avc; perme-
ability tuner.

Prices: 316C7, \$199.95; 317C7 same
as 316C7 in blond cabinet, \$229.95; and
326C7, \$249.95.

Electrical Merchandising, August, 1950



EMERSON Table Radio

Emerson Television and Radio Corp.,
111-8th Ave., New York, 11, N. Y.

Models: Nos. 587, 652, 636, 653, 641.

Selling Features: No. 587, compact
a.c.-d.c. with inclosed super-loop an-
tenna; full vision dial; available in
ebony or ivory plastic.

No. 652, a.c.-d.c. superhet, full vision,
easy-to-read slide rule dial; Alnico
5 PM speaker; extra beam power out-
put; ebony or ivory Bakelite.

No. 636, a.c.-d.c. superhet; Alnico
5 PM speaker; full-vision cylinder
dial; plastic cabinet in maroon or
ivory. No. 653, a.c.-d.c. superhet;
Alnico 5 PM speaker; Bakelite cabi-
net; walnut or ivory. No. 641, a.c.-
d.c. features IF stage; improved super-
het with 6 tubes plus rectifier; Alnico
5 speaker; full-vision slide-rule dial;
plastic cabinet in mottled walnut.

Prices: From \$14.95 to \$29.95.

Electrical Merchandising, August, 1950

EMERSON AM-FM Table Radio

Emerson Television and Radio Corp.,
111-8th Ave., New York, 11, N. Y.

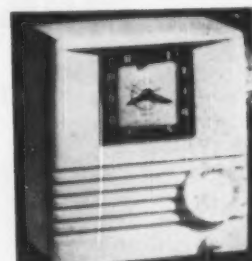
Model: No. 659 FM-AM table radio

Selling Features: Improved superhet

circuit; 8 tubes plus rectifier; inclosed
superloop antenna; built-in FM an-
tenna; full-vision slide-rule dial; plas-
tic cabinet in mottled walnut.

Price: \$49.95

Electrical Merchandising, August, 1950



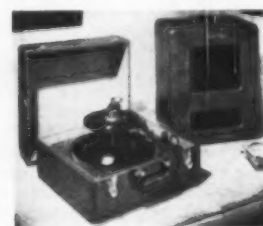
MITCHELL Alarm Clock-Radio

Mitchell Mfg. Co., 2525 W. Belmont Ave.,
Chicago, Ill.

Model: "Tone Alarm" combination
electric alarm clock-radios Nos. 1267
and 1268.

Selling Features: Superhet radio,
Telechron clock, and appliance timer;
bedlamps, coffee makers, sunlamps and
other appliances can be plugged into
Tone Arm where self-timer stands by
to turn any one on-or-off at exact
selected time; as an alarm clock it
may be set to wake sleeper to favorite
radio programs; and sounds buzzer
after short interlude of music to get
user out of bed; radio has 540-1620 kc
Standard band reception; PM dynamic
speaker; built-in "Air-Magnet"; avail-
able in ivory 1267 or mahogany 1268
plastic finish.

Electrical Merchandising, August, 1950



WEBSTER-CHICAGO
Changer

Webster-Chicago Corp., 5610 W. Bloom-
ingdale Ave., Chicago 39, Ill.

Device: No. 100-641 automatic, port-
able record changer.

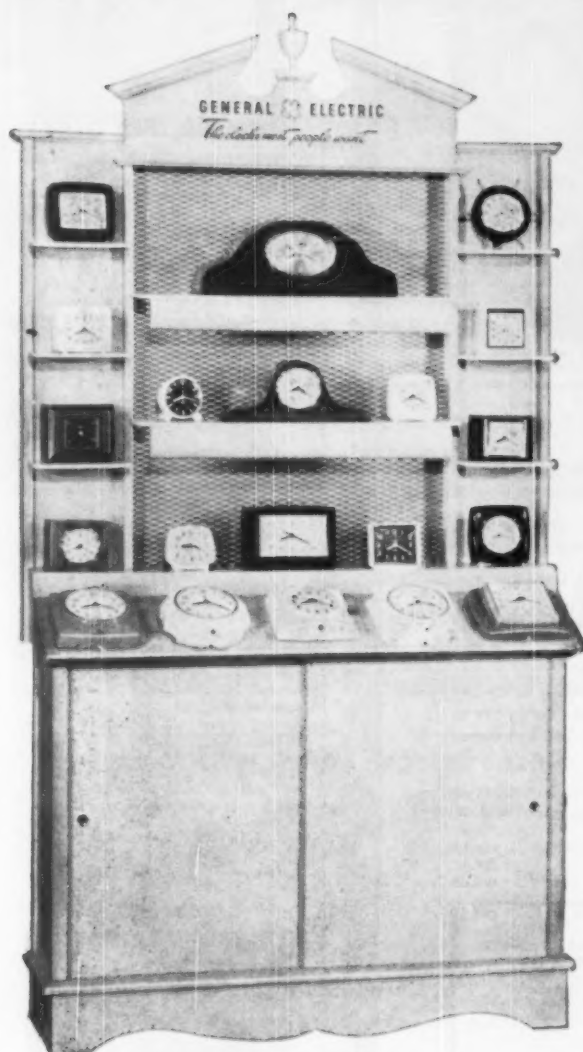
Selling Features: Can be plugged into
any radio or TV speaker or used with
the new Webster-Chicago portable
amplifier No. 166. Uses as its basic
operating unit the "100" series record-
changer developed by Webster-Chi-
cago and plays all 3 speeds and all 3
size records with one simple control;
will play inside-out recordings with-
out adjustments; velocity-trip for fast
record change and minimum record
wear; balanced tone arm provides
light needle pressure and increases life
of records; automatically stops when
last record has been played; burgundy
leatherette carrying case.

Amplifier model 166 has an addi-
tional amplifier stage that makes it
suitable for use as a small public
address system.

Price: Record changer No. 100-641,
\$63.25; Amplifier, \$68.75.

Electrical Merchandising, August, 1950

We GUARANTEE* you will sell MORE clocks...or your money back!

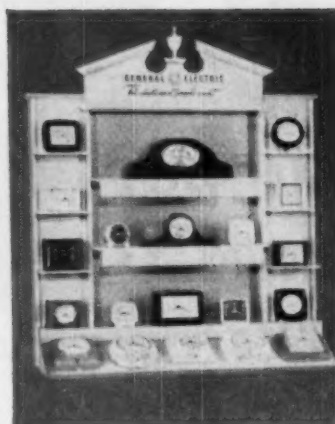


The De Luxe Clock Shop!

Gives you a separate clock department, in the small floor space of 4 square feet! Adds to your store's attractiveness. Customers can select clocks they need. The G-E Clock Shop is finished in beautiful antique ivory color. No setting-up necessary. Simple one-plug connection for all lights and one clock!

MONEY BACK GUARANTEE

*We guarantee that during the first six months after installing the Clock Shop you will sell more clocks than you did during the same six months of last year. If you don't, you may return the fixture and get your money back! Appliance and Merchandise Dept., General Electric Company, Bridgeport 2, Connecticut.



The De Luxe Clock Shop Upper Section!

If you prefer to use your own table or counter, then here's the upper section of the De Luxe Clock Shop—all ready for you. It's a terrific merchandiser, shows off your G-E clocks to great advantage. Works swell in window, on counter, or in center aisle.



The Junior Clock Shop!

Here's a brand-new dandy for you. It's a handsome unit that answers a long-felt need for a permanent counter or window display fixture—where space is very limited. Holds up to 12 assorted clocks. Made in the same attractive Colonial design as the De Luxe Clock Shop.

**Install one of these three
G-E Clock Shops today!**

Your CHOICE of Clock Shops

is available to you—through a

SPECIAL-TO-YOU DEAL!

Ask your distributor ... TODAY!

You can put your confidence in—

GENERAL  ELECTRIC

 **48 States**
get together...
and prove

WILCOLATOR TYPE B Electric Range Control A CHAMP!



Photo courtesy of Chicago Tribune
Miss Jacqueline Hanneman of Indianapolis, using a Wilcolator-controlled "Monarch" electric range, wins the 1950 National Cherry Pie Baking Contest at Chicago.

Recently, the National Cherry Pie Baking Contest, sponsored by The National Red Cherry Institute, took place in Chicago. Young women, representing all 48 States, took part.

Top-notch products of the electric range industry filled the contest hall—modern units, rich with features... bearing trade marks and trade names famous thruout the world.

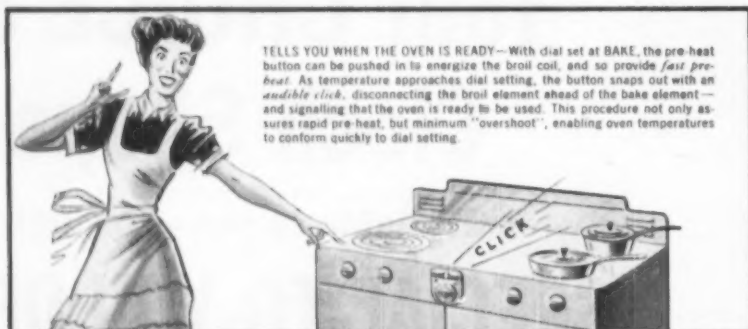
Miss Jacqueline Hanneman, representing Indiana, was teamed with a Malleable Iron Range Company's "Monarch"—the only Wilcolator-equipped range used in the contest.

The Hanneman-Monarch-Wilcolator combination whipped all competition; proved itself a champion outfit, comprised of champions.

None of the competitors had accumulated those long years of experience which can enable a veteran to "cook to a turn" instinctively. Alert and intelligent "juniors", they had to rely primarily upon the accuracy and integrity of the equipment they used. The fact serves to highlight the perfect performance of Wilcolator's oven heat control.

So meet the champ! You'll find Wilcolator means precision cooking at a touch of the finger tips—time saving and economy, too... the most desirable features any range can offer.

Put Wilcolator-operated cooking equipment on your appliance floor. It will help you to step out ahead of competition... sell more customers and keep them sold.



TELLS YOU WHEN THE OVEN IS READY—With dial set at BAKE, the pre-heat button can be pushed in to energize the broil coil, and so provide fast pre-heat. As temperature approaches dial setting, the button snaps out with an audible click, disconnecting the broil element ahead of the bake element—and signalling that the oven is ready to be used. This procedure not only assures rapid pre-heat, but minimum "overshoot", enabling oven temperatures to conform quickly to dial setting.

Some Well Known Electric Ranges Using WILCOLATOR For Precision Control

Allen • Coolerator • Copper Clad • Crosley • Deepfreeze • Dorch • Enterprise • Estate
Florence • Gibson • Kalamazoo • Knox • L & H • Majestic • Monarch
Norge • Pre-way • Quality • Thermador • Universal

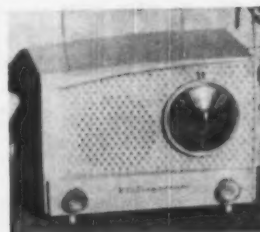


The WILCOLATOR COMPANY, ELIZABETH, N. J.

ELECTRICAL AFFILIANCE NEWS

New Products

RADIO



WESTINGHOUSE Table Radios

Westinghouse Electric Corp., Radio Div.,
Sunbury, Penna.

Models: Nos. 318T5, 320T5, 321T5
and 322T5 and 323T5, table radios.

Selling Features: All models are standard band receivers with 4-tubes plus rectifier; plastic cabinets—318T5 and 321T5 in ebony; 320T5 and 323T5 in ivory, and 322T5 in maroon.

Prices: From \$17.95 for 318T5 to \$26.95, 323T5, slightly higher in West.
Electrical Merchandising, August, 1950



COLUMBIA LP Attachment

Columbia Records Inc., 799 Seventh Ave.,
New York City

Model: No. 104 Columbia LP changer attachment.

Selling Features: Designed to play all sizes of 33 1/3 LP records automatically; gives up to 4 hours music at single loading of 10 and 12 in. records; will play 12-7 in., 12-10 in., 10-12 in. and a mixture of ten 10 and 12 in. LP records all automatically; may be attached to any radio, radio-phonograph or TV set; gold tone arm with new Astatic CAC-J crystal cartridge.

Price: \$16.95.
Electrical Merchandising, August, 1950



STEELMAN Radio-Phono

Steelman Phonograph & Radio Co., Inc.,
742 E. Tremont Ave., Bronx 57, N. Y.

Model: No. 515 Steelman "Quartet" 3-speed portable radio-phonograph.

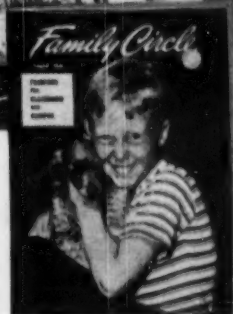
Selling Features: Available in a variety of 2-tone color combinations in luggage style case; gold-color calibrated dial; 5-tube superhet with automatic volume control and base compensation circuit; built-in antenna; Alnico 5 PM speaker; 1-tone arm with reversible cartridge and 2 replaceable styli, 1 mil and 3 mil; for reproducing all records, all speeds and all sizes.

Price: \$44.95.
Electrical Merchandising, August, 1950

Want more magazine articles on appliances?



Ask for Family Circle!



SOLD BY TEN LEADING GROCERY CHAINS

CHAIN	STORES	CIRCULATION GUARANTEE
Safeway*	2,233	960,000
Kroger	2,207	400,000
Red Owl	674	55,000
Jewel	153	50,000
Albers	51	25,000
First National	1,097	200,000
Grand Union	295	55,000
Bahack	298	45,000
American	1,754	270,000
Colonial	374	70,000

*Six editions: California, Northwest, Mountain, Midwest, Washington-Richmond, New York. Canadian circulation not sold as a unit.

FAMILY CIRCLE carries *more* articles on appliances and home equipment than any other leading women's service magazine! Furthermore, Family Circle is bought by 2,100,000 housewives at 9,135 chain grocery stores — by housewives who live and shop *right in your neighborhood*.

Isn't it logical that you can expect more results from advertising in Family Circle — written to interest your housewife customers . . . bought by prospects in your sales center?

FAMILY CIRCLE DISPLAY CARDS add more "sell" to your windows . . . by identifying your products with the magazine housewife shoppers *know*.

Ask the manufacturers of the products you sell for stronger advertising support in the magazine that reaches and influences your customers: *Ask for Family Circle!*



Family Circle

25 West 45th Street, New York 18, N. Y.

2,100,000 CASH-AND-CARRY CIRCULATION IN 9,135 SALES CENTERS

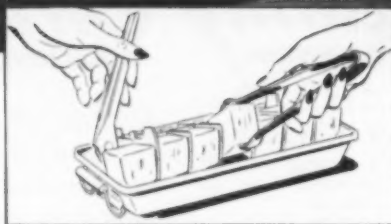
Yes, and
"hurry-up thirsts!"
 sell more ice trays, too!



More sales, more profits, now, this summer, with Inland's "Magic Touch" lever and new "Rock-Out" feature!

That's right . . . cold drinks faster! That's what they want during these sizzling summer days and breathless, humid nights. And the idea of getting ice cubes *quickly*, with Inland "Magic Touch" Ice Trays is being sold powerfully, and *now*, with constant advertising in the *Post* and *Better Homes and Gardens*.

Take advantage of it. Give Inland Ice Trays front display. And *demonstrate* them, filled with ice cubes! Show your customers how the



"Magic Touch" lever and the new "Rock-Out" feature supply *instantly* one, two, a row or a whole trayful of big, sparkling, dry ice cubes.

You'll sell a lot of Inland Trays on the spot . . . to replace customers' old, outmoded, inconvenient trays. And by giving them a new standard of ice cube convenience, possible only the Inland way, you'll begin to make, or actually make, many more refrigerator sales too!

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience



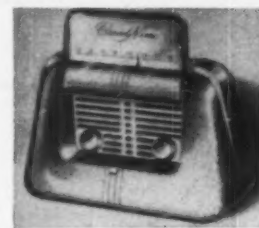
"Magic Touch" Ice Cube Trays
 by **INLAND**
 MANUFACTURING

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio



ELECTRICAL APPLIANCE NEWS
New Products

RADIO



PHILTAIN Portable Radio

Philtain Electric Corp., 2131 Fairfield Ave., Fort Wayne, 6, Ind.

Sole national distributor: Aim Industries 41 Union Sq., New York City.

Device: No. PR-104 3-way "Trans-America" portable radio.

Selling Features: Plays indoors on a.c.-d.c. and outdoors on battery; 5 tube superhet including rectifier; sheet metal case finished in DuPont hammerloid Caribbean blue or maroon; antenna housed in open sesame dial and extruded buturate plastic handle and trim; 4 in. speaker mounted directly in front on grille work; baffled by entire front panel; battery complement includes 2 Burgess XX-30 or equivalent and 1 Burgess B5A. or equivalent.

Price: \$26.75; slightly higher in zone 2.

Electrical Merchandising, August, 1950



MASCO Intercommunicators

Mark Simpson Mfg. Co., 32-38 49th St., Long Island City 3, N. Y.

Models: 3 types of intercommunicating systems: JMR 2-station system with one master and one remote station; JM-5, master station with one to 5 remote stations; and IM-5 master-to-master hookup for up to 6 stations.

Selling Features: JMR master station has its own volume control with "on-off" switch and separate press-to-talk and on-off pilot light; remote may be used for private or non-private operation.

JM-5, provides instant communication between it and 5 remote stations—can converse with all 5 stations at once or select any one remote station; JR remote station has a press-to-talk switch which allows remote station to originate call.

IM-5 provides instant communication between it and 5 other master stations—each master can converse 2-ways with any or all masters.

All models have 4 in. Alnico V magnet speakers; 3 tubes; consumes 30 watts; operates on 117 volts a.c. or d.c.; cast aluminum housing; white baked enamel or brown hammetone finish.

Prices: JMR, \$42.50 complete; JM-5, \$37.50, JR remote station, \$12.75; IM-5 master, \$37.50.

Electrical Merchandising, August, 1950

VISIT

GOBLIN

STANDS A33 & A34

NAVY PIER - CHICAGO

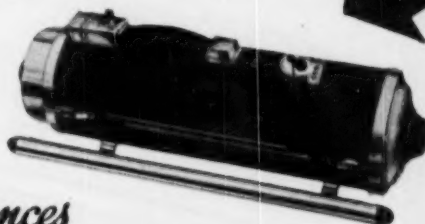
1st U.S. INTERNATIONAL TRADE FAIR



THE MARK OF GOOD MERCHANDISE

You get highest efficiency, reliability and serviceability in the products bearing the GOBLIN brand name.

Illustrated is one of the models from the new range of Goblin Vacuum Cleaners, which surpass all previous designs for modernity and suction power. 50 years experience in designing and building fine Vacuum Cleaners have made GOBLIN a household word in many parts of the world.



GOBLIN *Domestic Appliances*

Also: Heat-Controlled Irons, "Teasmade" (Automatic Teasmaker), "Lumilarm" (bedside Companion Set), "Burelite" Desk set. Synchronous clocks. Washing Machines, etc.

B.V.C

MOBILE TURBO-EXHAUSTER DUST-EXTRACTORS

One of a large range of Industrial Vacuum Cleaners. Models are available from 1/2rd to 10 h.p. The model shown is fitted with 6 h.p. motor, large dust bucket and multiple filters. Three operators can work simultaneously with this machine.

- Thoroughly removes dust and dirt from everywhere in factories, mills and other industrial buildings.

- May be used for handling and transporting dusts and powders of all kinds, including glass, chemicals, and hot soot, etc.

- Removes metal swarf, saw dust, flock and textile 'fly' from machinery floors and roof trusses, without the necessity for stopping production.



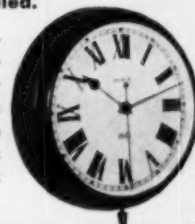
MAGNETA BRITISH-MADE TIMEKEEPERS

TIME RECORDERS. Model M. 16

Fully Automatic • Automatic stamping, (one hand operation)
Super Fast Recording • Two-colour Printing • Various card widths and lengths • Unit construction throughout • Mains or Master Clock controlled.



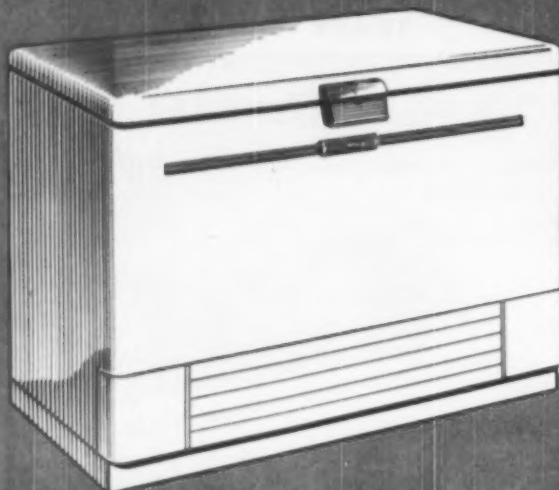
Model H. 503 Walnut or Black Bakelite clock for Office, Institution or Works. Fitted white enamelled dial with black Roman or Arabic numerals and black hands.



Model H. 508. Beautifully moulded clock of modern design equally suitable for commercial, industrial or domestic use. Walnut or Black Bakelite. Self Coloured Dial. Domed Glass.

B.V.C. APPLIANCES INC., 11 WEST 42ND STREET, NEW YORK

Priced to bring you VOLUME SALES!



A BIG
8 CU. FT.
FAMILY SIZE
FREEZER
AT A NEW
LOW PRICE!



MARQUETTE FREEZER

Now a bigger value than ever! New low price on the Marquette "family 8" brings owning a freezer into the reach of thousands of new prospects. It means bigger sales—bigger profits for you!

And look at the deluxe extra-quality features you offer in a Marquette Freezer!

- All-welded steel construction... all metal surfaces completely bonderized.
- Vapor-sealed cabinet... every joint and seam of entire cabinet is permanently air-tight and moisture-proof.
- Counter balanced doors... give safe, easy access to foods.
- Heavily insulated with rock wool for higher-efficiency.
- Lighted cabinet interior... automatically illuminated when door is opened.
- Hermetically sealed Tecumseh compressor... for dependable, trouble-free service.
- Gleaming white DuPont Du-Lux finish... for attractive exterior. Interior has rust-proof, odor-proof aluminum finish.

Write for details on a Marquette franchise.

MARQUETTE APPLIANCES, INC.

307 EAST HENNEPIN

MINNEAPOLIS 14, MINNESOTA

MARQUETTE Appliances

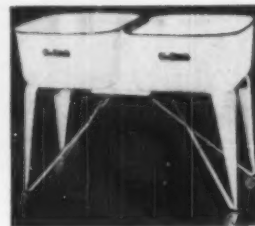
AMERICA'S VALUE LEADER IN HOME APPLIANCES



ELECTRICAL APPLIANCE NEWS

New Products

NON-ELECTRICS



ONE MINUTE Tubs

The One Minute Washer Co., Div.
Midwest Metal Stamping Co., Kellogg, Ia.

Device: One Minute laundry tubs to fit modern utility rooms.

Selling Features: Table-high tubs in 1-piece, heavy steel; available in single or double units in white "Supercrad" finish; mounted on crystal plastic casters.

Electrical Merchandising, August, 1950



YOUNGSTOWN Cabinet

Youngstown Kitchens Div., Mullins Mfg.
Corp., Warren, O.

Device: Youngstown Kitchens flour bin base cabinet.

Selling Features: Matches other Youngstown base units; 15 in. wide; can be used with a regular unit top or with a continuous top; bin tips out easily, making flour easily accessible by raising top of inner bin; one storage drawer located above bin; white baked on enamel and chrome finish.

Electrical Merchandising, August, 1950



SEYMOUR Ironing Table

Seymour Tool & Engineering Co., Inc.,
Seymour, Ind.

Device: New "flat-footed", all-steel ironing table, No. 30S.

Selling Features: Features extra-wide front foot to give greater stability; rubber pads on all 3 legs; scientifically designed to lie flat on floor, creeping and crawling eliminated; 15 x 54 in. rigid top with hundreds of vents to speed up ironing; heel at top as well as toe may be used for ironing dresses because undercarriage joins top nearer center; fool-proof locking device cannot be tripped accidentally; approximately 32 in. high; white top with black baked enamel undercarriage.

Electrical Merchandising, August, 1950

he was on his way to work
... as usual



Usually he was a careful fellow. But this morning he took a chance. It was one chance too many.

That's the way it is with most accidents... whether on the highways, in the home or at work. When you take a chance you take your life in your hands.

Accidents don't care whom they happen to. You are just as likely a victim as the next fellow.

But, fortunately, there is something you can do about it. **BE CAREFUL.** Don't risk being a statistic on the daily casualty list.

The life you save may be your own.

MR. EMPLOYER:

Because both you and your employees have a stake in avoiding costly accidents
The Advertising Council asks your cooperation
in posting this vitally important message
on your bulletin board.

THE ADVERTISING COUNCIL, INC.
25 West 45th St., New York 19, N. Y.

A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

MERCHANDISING

SUPPLEMENT

Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE:

\$1.50 per line per insertion. Minimum charge \$5.00. (First line in small black face type.) Provision of a line count as line. Discount of 10% if full payment is made in advance for 4 consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$17.50 per inch per insertion. Contract rate on request. (An advertising inch is measured vertically 1/4" on one column. There are 4 columns—48 inches to a page.)



Tough jobs MADE EASY WITH THE NEW YEATS APPLIANCE DOLLY

You'll have no worries about second story deliveries when you use the dolly with the Step Glide. Climb those steps with less effort, in less time, and with more safety. The 56" tall aluminum frame has curved cross members for round appliances, straight slide on back for quick, easy loading, and a felt padded front. YEATS IS THE ONLY DOLLY WITH PATENTED STRAP RATCHET. Write for full information.

YEATS APPLIANCE DOLLY SALES CO.

2124 North 12 Street

Milwaukee 3, Wis.



WRITE FOR CATALOGUE

Lightest, easiest, stairway ENDLESS BELT MOVER manufactured! Adjustable for height; a two or four wheel dolly for all appliance moving. Makes U turns on stairways. Patented leverage strap tightener. For rural delivery with straight stairways, no turns, we have an excellent mover with large pneumatic wheels. Your money back guarantee.

KEEN MFG. CO. 505 DOGWOOD, HARLINGEN, TEXAS

HAND TRUCKS

For Delivering...



- REFRIGERATORS
- RANGES
- WATER HEATERS

WRITE FOR COMPLETE CATALOG

MOELLENBROCK & WILKIE MFG. CO.
WASHINGTON, MO.

BOOSTER!

VIKIMATIC
DRAFT
MAKER



Number of sales. Booster of faulty drafts! A must for every home. Vikimatic Draft Maker overcomes poor conditions on all furnaces having 3" flue. Has four blade stainless steel fan. 1 1/2" x 15" motor. Don't let faulty draft spoil your furnace sale! Stock — and sell — Vikimatic Draft Maker. Trial order. 1 for \$15.00, 5 or more, \$12.50 ea. Write today.

THE VIKING MANUFACTURING CORP.
1747 Chester Ave. Cleveland 14, Ohio

LOVELL WRINGER ROLLS

Factory Machined Rolls Save Time
WASHER AND IRONER PARTS
IRONER PADS AND COVERS
ALL SIZES FOR ALL MAKES
OHIO WASHER COMPANY
1223 Superior Ave. Cleveland 14, Ohio

WESTWARD
WASHING MACHINE CO.
Manufacturers of Parts
7400 St. Aubin Detroit 11, Mich.

FREE Our 462-page **FREE**
Catalog of
Washing Machine & Vacuum Cleaner Parts.
Save money by ordering all your supplies
from one dependable source.
Quality, Service, Low Prices
MIDWEST APPLIANCE PARTS CO.
3040-S1 W. Fullerton Ave. Chicago 47, Illinois

DON'T TAKE CHANCES—PLAY SAFE!
PROTECT VALUABLE FURNITURE
& EQUIPMENT
No. 1 Wise Furniture Pads — \$48.00 doz.
72" x 80" Cut size.
Write for Catalog & Furniture Repair Guide
ELKAY PRODUCTS CO.
323 West 16th St., Dept. B. New York 11, N. Y.

MEND-IT-SLEEVE
Permanently repairs broken coils
in electric appliances and industrial
equipment. Restores appliances
and equipment, and all similar work.
Time Tested Successful Economical
Write for Catalog
MEND-IT-SLEEVE CO.
136 Santa Fe Ave., Piedmont 11, Calif.

HEATING ELEMENTS
Appliance Parts Jobbers, write for list of stock
items. EXACT FIT and wattage for several standard
makes of Ranges. Units made to specification
or from samples.
H. & M. ELECTRIC MFG. CO.
1424 Ala. Ave. Bessemer, Ala.

Squeeze the Water Out of Your Business

CONTINUED FROM PAGE 59

When a merchant keeps assets on his books at inflated values, he short-costs his selling prices and underestimates his overhead expenses. So, when he prices his merchandise, he assumes that his costs are lower than they really are. This false assumption may encourage him to cut prices below a profitable margin, which, inevitably, means lower profits.

The merchant who has assets on his books that are over-valued should appraise these assets now and squeeze the water out of them. But it is unfair to charge the net profit of the current year with these write-offs, because the losses occurred in prior years. To charge-off the items in the current year would distort comparative analysis of the operating figures.

From the standpoint of good business management one should write-down or write-off all inventory, bad debts and depreciable assets that are not worth the book value. But this write-off should be charged to net worth, not to profit and loss. Extraordinary write-offs of this kind should by-pass the income account, because it isn't fair to charge it with these deductions. For example, if a dealer was insured for \$8,000 and a fire caused a loss of \$10,000, the \$2,000 deficit should not be charged to profit and loss, but to net worth. This is the only way to play fair with your operating figures.

Of course, one can write down inventory at the end of each year to line up with the cost or market, whichever is lower, valuation and still have a discrepancy between realistic value and book value. One cannot figure inventory value to the penny by any method, but one can minimize the variance between book figures and actual value by making a systematic attempt to appraise inventory at the end of each accounting period or at the end of the year.

No Loss in Write-Offs

A business does not lose anything by writing off the dead ducks and charging the differential to net worth or surplus. The book figures are inflated. The loss, whatever it is, was experienced in the past. All that the write-off does is bring the book figures in line with actual value. It adjusts an error of omission in prior years. In Miller's case, this should have been done when the actual losses occurred or when the father took his sons in business with him. More than likely, it wasn't done because he was doing business with his sons. Had he been selling to an outsider, the purchaser would have insisted upon a detailed breakdown of the physical or tangible assets and he would have paid only on the basis of real value, not book figures. The old stock would have been purchased at realistic values and written in on the buyer's books at that figure. But, in Miller's case, the inventory was carried over to the new ownership at an inflated value and now the business should make the

write-off that should have been made when father and sons decided to take up partnership.

Inventories and other assets often are carried on dealers' books at inflated values for years. In the meantime, the dealers have kidded themselves as to their earnings or financial worth. Eventually, when the books must be lined up with real value, there are always headaches which a write-off for depreciation alone won't cure.

What to Do

To assure against a wide variance between book value and actual value, the dealer should follow these simple rules:

1. Write off the dead-wood at the end of the year.
2. Value inventory by the same system at the end of the year that he uses at the beginning of the year.
3. Use the same method of valuing inventory from year to year. You cannot change from one method to another without the consent of the income tax department. Only in exceptional cases should you change from one method to another.
4. The owner of the business can value his physical assets better than anyone else, because in his capacity as buyer for the business he knows current values and can fix current value, in most cases, even better than an auditor.
5. Go over accounts receivable at year's end and write off all that are worthless.
6. Check the condition of fixed assets against the unrecovered cost each year (original cost less the depreciation taken to date) and see that the book value is in line with current value.
7. To spread the annual write-off over several months, estimate it and charge it off on a percentage based on experience figures. This percentage charge-off is in anticipation of a loss. If the loss has occurred, it's a direct write-off to profit or loss or net worth.
8. Do not hedge on bringing book values on assets down to realistic values. It is better to drink the hemlock when the actual loss occurs than to wait until later years. *End*



"BOY, I'M TIRED—SLAVED ALL AFTERNOON OVER A HOT STOVE PROSPECT."

TV Boosters Bloom in Fringe Area

CONTINUED FROM PAGE 71

Quite frankly, the quality of the picture is not what it is closer to the broadcast station, and Joe Marty of Admiral views this with some alarm; "Manufacturers don't want to get this quality or reception recognized as standard. It is likely to cause too many people to be dissatisfied with TV sets. They may accept it at the start, but they will not like it in the long run."

On the other hand, men like L. C. Truesdell of Zenith feel that anything that increases interest in television is good, and will ultimately lead to better conditions.

TV Manufacturer Opinion

Said a manufacturer: "Most television sets are not aligned as well as they might be. The booster is therefore a help. If a set is properly aligned, it won't get any improvement from a booster. It will get a stronger picture, but also more snow, which represents noise. The problem is to increase the gain, and at the same time reduce the noise level. In our opinion, a high gain antenna is fully as important as the booster in promoting far-away reception."

Says Veril C. Hedrick in Rockford: "We get the best results on television by tuning for one station. When we try to pick up several stations, the quality begins to go down. Some manufacturers have promoted the idea of a booster on top of the aerial. It's too slippery and hard to reach for service, therefore we are not for it."

Some of the most frequently encountered television boosters in the Middle West are:

Regency Model DB213
Regency Model SB21B
RMS TSP2
Anchor Model ARC 101-50
Jerrold Model TVFM series B
Vision Telebooster TVZ
Bogen TV 881
Bogen TV 882
National Turret Booster
Standard Booster Model 850.

Three years ago when boosters first appeared on the market, there were some 15 manufacturing companies. Today there are approximately eight manufacturers.

Enthusiasts among the booster manufacturers feel that the product will open up virtually the entire country to television. Mr. Hedrick of Rockford thinks that boosters will easily bring in a third more area around the TV broadcasting stations to possible ownership, and where topography is right, may reach out a great deal further.

Meanwhile, the Hedrick Electric Co. goes calmly on selling television with tower and booster as part of the initial payment, and guaranteeing nothing. Nevertheless, the good people of Rockford grow fond of TV and are willing to take the chance, so Mr. Hedrick and his associates have a good business on their hands. *End*

What a line for a salesman!

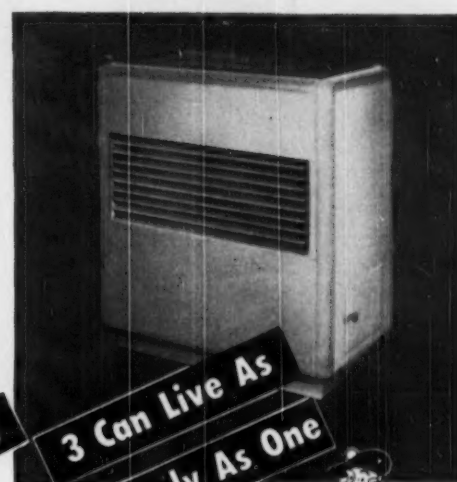


SCOTSMAN OIL AND GAS HEATERS



**Floating Flame and
Automatic Firing**

*What a
Sales Story!*



**3 Can Live As
Cheaply As One**

*What Inventory
Savings!*



Scotsman has the only oil burner specifically designed for modulated firing. Scotsman developed the modulating oil valve. What does it mean to your customers? Automatic heating without electricity. New comfort. No fire tending. Want to hear more? Send us a postcard.

Yes, one Scotsman gas heater takes the place of three in your stock. Because one Scotsman heater is adaptable to all three gases: natural, manufactured and L-P. Change-over spuds packaged with each heater. Want to hear more? Drop us a postcard.

Get SCOTSMAN

Address a postcard to AMERICAN GAS MACHINE CO., Albert Lea, Minnesota

We've Manufactured Appliances Since 1896 - Heating Stoves Since 1933

Meet your **BIGGEST** salesman
Covers out-of-town customers
with electricity

like a local newspaper

The nation's largest farm magazine,
the largest magazine of all
where half the families
of America live!

Farm Journal
JULY 1950 • 26 CENTS

This issue in more than 2,840,000 homes July 17th

2,840,000

Manufacturer, salesman or dealer, you'll profit
by knowing how many sales calls FARM JOURNAL
makes where you want them made. Write us for
valuable data about your own territory (State
and County). Address: Farm Journal, Inc.,
Dept. E 4, Philadelphia 5, Pa.

Architecture in the Kitchen

CONTINUED FROM PAGE 71

"If a kitchen requires only the addition of a home freezer to make it complete, we strive to exercise the same care in fitting it into the existing space as we would if we had created the entire kitchen. This entails proper advice on the selection of model size and shape, the best placement in relation to other equipment, and so on. Each kitchen therefore, presents an individual challenge to us, just as each human figure presents a different problem to the tailor."

"Another goal which we try never to lose sight of is to insure that the kitchen we create provides satisfaction in saving steps, work and energy. It is imperative, therefore, to take advantage of every new idea which kitchen engineers have developed. Cabinets must be arranged to tie the entire kitchen together, work spaces must be allotted to cut down steps, cleaning must be easy, and the whole kitchen must be made a livable work center."

But, as Mr. Ashley emphasizes, a new and efficient kitchen can be beautiful, too. Color, used wisely, can add immensely to the attractiveness of the

kitchen. To this end, the firm has experimented with painting equipment in pastel shades and hopes to develop good results for future business. Along with the working drawings he submits to his potential customers, he also is ready to give advice on floor coverings, wall papers, lighting fixtures, and other items of decoration.

Ninety percent of the Ashley business comes from his contact with old friends, the Jacksonville dealer declares. But the great repeat business which his company enjoys obviously is due to other factors also. These include keeping his four salesmen on their toes, maintaining live and attractive window displays in the shop at 1636 Hendricks Ave., on Jacksonville's southside, a first class service department, and intelligent advertising.

The shop carries the full Hotpoint line, Coleman floor furnaces, Coolair fans, and General Electric, RCA and Stromberg-Carlson radios. The combination of a modern approach to selling and an old fashioned desire to give service has vaulted the company's annual volume of sales to approximately \$130,000. *End*

Cooperation Cuts Shipping Damage

CONTINUED FROM PAGE 85

112 W. Kinzie St., Chicago; General Box Co., 500 N. Dearborn St., Chicago; Hinde & Dauch Paper Co., Sandusky, O.; International Paper Co., Georgetown, S. C.; Ohio Boxboard Co., Rittman, O.; Packaging Service Corp., 135 Greenwood Ave., Wyncote, Pa.; Don L. Quinn Co., 224 W. Kinzie St., Chicago; Cozier Container Corp., 446 E. 131 St., Cleveland, O.; Inland Container Corp., 700 W. Morris St., Indianapolis, Ind.; Package Research Laboratory, Rockaway, N. J., and U. S. Testing Co., Inc., 1415 Pack Ave., Hoboken, N. J.

Cooperation of the kind the NSTC is getting is rare, and participants in the program have been quick to tell the committee so, in writing. It has received the wholehearted endorsement of the appliance industry and the carrier and packaging organizations, on a national basis. Manufacturers' associations in the program are: Porcelain Enamel Institute, National Electrical Mfgs. Assn., American Home Laundry Mfrs. Assn., Institute of Cooking-Heating Appl. Mfrs., Enamel Utensils Mfrs. Council, National Electric Sign Assn., and Gas Appliance Mfrs. Assn. Carrier groups taking part are: Assn. of American Railroads, Railway Express Agency, American Trucking Assn., Inc., and Air Cargo, Inc. Container associations cooperating include: Wirebound Box Mfrs. Assn., Ind. Packaging Engrs. Assn. of America, Fibre Box Assn., National Wooden Box Assn., and Assn. of Mfrs. of Watkins Shipping Containers.

Among the 35 firms certified to use the NSTC label are: Philco Corp., refrigerator division; two plants of Norge Div., Borg-Warner Corp.; two plants of Westinghouse Electric Corp.; A. O. Smith Corp.; Landers, Frary & Clark, A. J. Lindemann & Hoverson Co., and Automatic Washer Co.

Because it has driving leadership, a positive program and an objective that industry can't afford to ignore, it seems clear that the National Safe Transit Committee is on its way toward realizing for the first time the dream of getting goods to consumers intact, a dream implicit in NSTC's original premise: "All manufacturing, engineering and quality efforts are in vain if the product reaches its destination in a damaged condition." *End*



"SMELL THAT, MABEL? SOMEONE IN THE BUILDING MUST BE HAVING TOASTED CHEESE!"

New York BBB Issues TV-Radio Standards

Law and order came to the badlands of television retailing in New York City last month.

It came in the form of a set of standards for advertising and selling formulated by the Better Business Bureau of New York City.

Chicago, Washington and Buffalo BBB's had already issued rules of their own affecting TV retailing.

Other bureaus throughout the country were expected to model their action on New York's plan.

The Background. New York's BBB made its move as inquiries and complaints on radio and television continued to mount. In the first five months of the year the Bureau received 2202 queries, 1263 of which were complaints (233 percent ahead of the same period last year). Consumer complaints in May soared to 242 as compared to 70 in May of 1949.

Complaints to the BBB varied. They included (1) those arising from misrepresentation in the advertising and sale of TV sets; (2) those arising from failure of the consumer to receive service for which he contracted; and (3) those arising from lack of basic knowledge on the part of consumers as to what should be expected in the way of reception and performance.

BBB Acts. Against this background of rising complaints the BBB in late June announced its program, which included:

(1) Voluntary adoption of standards to improve advertising, selling and servicing of radios, television sets and home appliances.

(2) Establishment of a radio-TV-appliance division in the BBB to administer these standards and to handle inquiries and complaints.

(3) Education of the public regarding the basic facts of radio and television sales and service.

Preliminary Meetings. Late last November the BBB called together a representative cross section of manufacturers, distributors and retailers. There followed over a period of months a series of meetings seeking common ground among competitive elements in the industry. At the same time service standards were being worked out with the major segments of the servicing industry.

Once the standards had been worked out they were submitted to leaders of dealer associations within the city for approval. There followed quickly a mass meeting of retailers at which the BBB announced its program.

To handle the second phase of its program the Bureau is expanding its staff and facilities devoted to problems in the field. Substantial financial support for this has already been pledged by a group of cooperating distributors and by a number of dealers and service companies.

Education, Too. To accomplish the third phase of its program (consumer education), the BBB has issued a booklet entitled "Things You Should Know About the Purchase and Servicing of Television Receiver Sets." It will be offered to all dealers, service companies and distributors at cost for free distribution. Individuals can order the book directly from the BBB for ten cents.

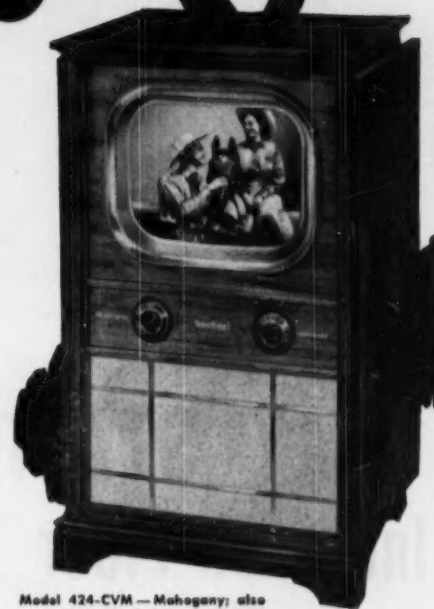
Alive

with **NEW** features
NEW sales punch!

Features sell sets. NEW Sentinels sure have those lively features that keep them moving off your floor. **TRULY** automatic tuning—practically "Tunes Itself." Superpowered Intercarrier System for greater simplicity, clearness, superiority of sight and sound—Built-in Tuneable Antenna—"Concertorium" Sound System, even table models have speaker in front for rich, full tone, **NOT** muffled off at top or sides.

It costs us far more to build a Sentinel—so it costs you far less to sell and service them! That's why every dollar on your Sentinel sales means **BIGGER NET PROFIT**, more customer-satisfaction, for you! Phone, wire or write your Sentinel Distributor **TODAY!**

Sentinel Television



Model 424-CVM — Mahogany; also available in Blonde (Model 424-CVB)



**Sentinel Sets
Snub
Service
Calls!**

SENTINEL RADIO CORPORATION, EVANSTON, ILLINOIS



FRIENDLY SERVICE TO CUSTOMERS rendered by an authorized pay station means convenience for the housewife and increased floor traffic for the dealer.

PAY STATIONS Increase Floor Traffic

Cooperation between New Orleans Public Service, Inc., and appliance dealers provides convenience for customers and more business for retailers

NEW ORLEANS Public Service, Inc., believes in helping retail appliance dealers of the Crescent City to increase floor traffic in every possible way. One fine example of the excellent cooperation between utility and dealer is the Authorized Pay Station plan inaugurated and established by NOPSI throughout its territory.

The plan is a real help, dealers say. According to E. N. Avegno, manager of NOPSI's dealer division, the idea has proved its popularity by remaining in constant operation for a decade. The utility supervises its operation in every way.

"If the dealer meets certain requirements he is made an Authorized Pay Station where customers may pay gas

and electric service bills," says Mr. Avegno in explaining the plan. "He is furnished with an electric sign and several times during the year we advertise to our customers that gas and electric service bills may be paid at the following authorized stations. The 60 pay stations are listed in the ad.

"In order to be eligible for appointment as an agent under the "pay station" plan, the dealer must be engaged in the business of selling appliances, including major appliances, and must employ at least one person whose principal duty is to act as cashier.

"The agent's place of business must be of sufficient size to enable him to render adequate and pleasing service to the company's customers, which service shall be rendered during all

hours when the agent's place of business is open. Authorized agent and the company enter an agreement whereunder the agent agrees to serve as agent for a period of one year."

Authority Is Limited

The dealer is authorized to act only as a collection agent, to receive and receipt for payment of electric, gas and merchandise bills issued by the utility, Mr. Avegno points out. He must provide the desk or teller's cage, prominently identified for the purpose of receiving such payments.

The dealer accepts payment in full for the net amount of the bill within its due date and period. He may also accept payment in full for gross bills presented within 30 days after the due

date provided no arrears are shown in the "previous amount unpaid" column.

Pay stations in New Orleans were first established in 1940, according to Mr. Avegno. At the end of 1941, NOPSI had 52 such stations in operation. The number was reduced to 12 during the war, however, because of difficulty in hiring personnel and shortage of merchandise. After the war, the utility did not have much difficulty in reestablishing most of the old pay stations, and at the present time, has increased the total number to 60.

At the time of writing, more than 31,000 monthly bills are paid through the stations. Mr. Avegno points out that this is approximately 20 percent of the total number of bills rendered by the utility each month. *End*



THIS LIGHTED SIGN is displayed by New Orleans appliance dealers who are authorized to act as collection agents for New Orleans Public Service, Inc.

FOR 36 YEARS!

*Consolidated
Gas and Electric Co.
Baltimore, Md.*

... has sold
EUREKA
CLEANERS
exclusively!

GREAT INTRODUCTORY OFFER!
The Sensational New...
EUREKA "700" AROMATIC

**NO DUST
NO BAG TO EMPTY**

**NEW
ALL STEEL BODY**

**AMAZING NEW
60 RUG NOZZLE**

**EVERY CLEANING
TOOL INCLUDED**

**REQUEST
FREE
HOME
TRIAL**

\$7.00

SPECIAL SALE! SAVE \$20.00!
REGULAR PRICE \$39.95
\$19.95

SPECIAL SALE! SAVE \$10.00!
REGULAR PRICE \$49.95
\$39.95

ONLY \$1.00 DOWN
EASY MONTHLY TERMS
FOR LIMITED TIME ONLY

PHONE
The Gas & Electric Co.
Lexington & Liberty Bldg.
LEXINGTON 9000 - EXT. 100

THE THREE GREAT NEW EUREKAS
**A Complete
Cleaner Department**

Three New Eureka Cleaners, that's all you need...
and you're in business! Low cost inventory—hot
merchandise—quick sales—big profits.

**NEW MODEL
"600"
TANK**

Popular priced,
powerful, all steel,
and excellent set
of cleaning tools.

**NEW MODEL "700"
AROMATIC TANK**

Super-powered,
all steel, no bag
to empty, and
complete set of
cleaning tools.



YEAR AFTER YEAR FOR 36 YEARS the Consolidated Gas & Electric Co. at Baltimore, Md. has sold Eureka Cleaners to the exclusion of all others. In those 36 years, the women in Baltimore have bought Eureka Cleaners by the tens of thousands. Baltimore is truly a Eureka-cleaned city.

The spectacular 82" Eureka ad (5 col. x 16 1/4") run in the Baltimore Sunday "Sun," June 25th by the Consolidated Gas & Electric Co. is typical of the promotion advertising used by this big utility to maintain Eureka store sales at high figures even during the summer months. Recent promotions of this kind brought in 126 prospects in a week—produced 105 sales—a tremendous 84% sales return at a surprisingly low advertising cost per sale.

Full particulars will be made available to you upon request. Write or wire at once.

EUREKA
A New Kind of Cleaner

Eureka Williams Corporation • Bloomington, Illinois

The War and the Appliance Business

By the McGraw-Hill Washington News Bureau

SHORTAGES of supplies and government controls on production and credit—that's the outlook for dealers and distributors of electrical appliances, radio and television, even though the Korean situation does not signal the start of World War III.

The U. S. decision to resist communist forces with arms and men has turned the business outlook upside down. From here on the problem of the retailer is to get merchandise and learn all over again to do business in the confusion and restrictions of government controls and short supplies.

The Government's Problem

The problem faced by the administration is one of getting more tanks, planes, guns and shells out of production lines that are already working at top capacity to turn out the hundreds of items that consumers have been demanding since the last war. That's the meaning of President Truman's request for a \$10-billion addition to our present \$13-billion defense budget.

Consumer durables are sure to feel the pinch, no matter what the outcome of the Korea campaign may be.

If "Korea" is settled, we are still committed to higher levels of defense spending. And some forced diversion of critical materials to military goods will be required.

If "Korea" is followed by outbreaks in Iran or other trouble spots, an extensive, though still partial, mobilization will be required. Then you'll have a virtually complete set of controls, with the probable exception of controls over prices, rationing and manpower.

If "Korea" leads to war with Russia, the nation will be forced into total mobilization. To many retailers this will mean shutting up shop for the duration.

First to Be Cut

Even the least harmful of these three alternatives will mean some production cutbacks and first on the list are such consumer durables as refrigerators, ranges, dryers, washing machines, TV and radio receivers, and automobiles. Reason: these articles compete directly for the steel, the copper wire, the electronic tubes that are needed for military equipment.

The timing of the cutbacks in production can't be predicted—nor can the extent of the cutbacks. But they are certain.

There are two ways of switching manufacturers from civilian hard goods to military hard goods:

1. Cut back consumer demand, thus making facilities and materials available for military production.

2. Clamp on controls that make the manufacturer turn out the products the government wants and force him to reduce his production of civilian items.

Both methods will be used.

Congress will go along with almost anything that Truman asks—within reason. But price controls and rationing won't be recommended by the President unless inflation gets way out of hand. And it won't be voted by Congress until congressmen are sure that the distasteful remedy of price controls and consumer rationing will be preferred over the pains of inflation.

In any case, price controls and rationing will be linked to a demand for wage controls—and this is a package which neither the administration nor Congress cares to tackle at least until after the November elections.

These Controls are Certain

However, here's what is already certain in the way of controls, all of which will directly affect appliance retailers:

Credit: Regulation W will be back. It will be administered by the Federal Reserve Board, as before. The toughest restrictions laid down by the board during World War II called for minimum down-payment of one-third and a maximum of 12 months to pay the balance.

Chances are that the administration will want controls almost as tough as those of World War II. Relatively easy curbs wouldn't throttle demand down significantly. But there's another point, too, that must be taken into account: credit buyers knocked out of the market by tougher credit terms will be more than offset by a whole new category of consumers who are flushed out by prospects of shortages, and those who will be earning higher incomes.

Housing: One effective damper on consumer demand for appliances will be the tightening up of liberal government credit for home building. This has been a tremendous prop under business prosperity in general and under demand for appliances in particular. At mid-year, the forecast was for 1,250,000 housing starts during 1950. But Truman's first action in throttling down the free-flowing credit for home-building reduced that forecast immediately by about 200,000. As in consumer durables, housing financed through government agencies will require higher down payments, and higher monthly payments from the buyer.

Fewer housing starts inevitably mean smaller

demand for furniture and the household appliances that are standard equipment in any new home.

But, again, this reduced demand will be somewhat offset by war-prosperous home owners who want to replace their outmoded appliances with up-to-date models.

Production controls: These will be applied to a manufacturer in several ways. He will be required to take and fill government orders, at the expense of his civilian production. He will be allocated essential materials for his military production, and for his civilian production. His inventories of essential raw materials will be controlled. And his production of items selected by the government will be reduced to specified levels or stopped completely.

Who Does the Controlling

Who will administer these controls? By and large, it will be done by government agencies already in existence—at least in the early stages.

That means the Department of Commerce will get the allocations program, the housing agencies the housing controls, Federal Reserve Board the credit controls, etc. On top of these, of course, is the agency with the real authority—the National Security Resources Board. This board, which has been dormant ever since its creation three years ago, has now been thrust into the key position. It is the agency which will do the overall planning and make recommendations to the President on the major decisions that have to be made in gearing the country to a partial or complete mobilization.

As controls expand over more and more items and more and more segments of the economy, you can look for the creation, again, of special emergency agencies to run the mobilization program. In effect, it means the creation of a new War Production Board, a new Office of Price Administration, a new War Labor Board, and all the rest.

What does all this mean to the retailer?

Once again, it means turning to the problem of getting merchandise, establishing close relationships with suppliers, keeping an eye on possibilities of adding or expanding lines of merchandise to offset cutbacks in standard hard goods.

Most of all, it means keeping a sharp eye on Washington news during the next few months. Because of the political repercussions, and the lack of adequate preparation for this kind of defense program, it will be some time before the full details of even a limited controls program can be put into effect.

NARDA Members Hear Industry Leaders

Dealers attending the annual mid-year meeting of the National Appliance and Radio Dealers Assn. in Chicago in June were given four principles to be followed in building a sound television policy.

Philco's John Otter told the dealers to 1) cut the number of lines carried; 2) have a sound payment plan; 3) talk and sell service; and 4) maintain as extensive an outside selling crew as possible.

Other speakers at the meeting included L. K. Baxter of Westinghouse, J. H. Miller of General Electric and RCA's Charles Oderizzi, all of whom discussed the problems and potentials of a dealer service operation.

Mr. Oderizzi maintained that the current problem in television servicing isn't who will render the service but whether there will be adequately trained technicians to service the number of receivers being turned out. He listed four guides in handling TV service: 1) sell a service contract when selling a receiver; 2) be on guard for manufacturing short-cuts; 3) don't make rash promises; and 4) remember a good picture begins with good installation.

Mr. Miller maintained that there was no magic formula that would guarantee reductions in service costs but offered three questions for use in examining a service department: 1) do I have a first class service call taker and dispatcher; 2) am I carrying entirely adequate parts stocks; and 3) are records on servicemen's performance and inventories adequate?

Mr. Baxter recommended that dealers apply two general rules to handling the problem of their service costs: 1) know the problem thoroughly; and 2) be open-minded and receptive to suggestions. He advocated building revenue for the service department by advertising it, and by running special seasonal promotions on service work.

NARDA president James Pryor named a three man committee to select a successor to Cliff Simpson as managing director. Simpson has taken a similar position with the Electric Assn. of Chicago. Chairman of the committee is Mort Farr and he is assisted by Harry Price, Jr., and Ron Garlock.

Francis Monette was named head of a committee to investigate insurance policies. Serving with him are Julius Kovach and Phil S. Urner.

Price was named head of a committee to activate dealer-level programs with direct benefit to the dealer store operation. Kovach was named chairman of the membership committee.

"Distributor-merchants" to Sell Whiting Appliances

The new Whiting line of appliances will be sold through "distributor-merchants" operating direct from the factories, the company, a division of Baltimore Porcelain Steel Corp., announced recently. Many of the distributor-merchants will form Whiting "appliance centers" which will be entirely home-owned and home-operated retail outlets with direct buying connections with the factories. A group of district merchandisers will be organized to assist these merchants.

the "Midget" Pilot
is your best
selling point



and only PERFECTION HEATERS have it!

Gas and Oil Models
on display at
National Display Room
1475 Merchandise Mart



EXCLUSIVE CONVENIENCE FEATURE!

Only Perfection Heaters have a *true* pilot . . . the one feature your customers appreciate most. Saves bothersome relighting! Saves fuel oil!

COMPLETELY AUTOMATIC! You make more sales—easier and faster—when customers find the fire cuts back to fuel-saving pilot . . . *completely automatically with thermostat controls!*

AN ACTUAL BLOWER! Not merely a fan! The "Floor-Flo" Blower* circulates warm air into far corners! Can be used in the summer, too, to constantly circulate air. That's an important selling point.

BIGGEST DEALER PROFITS! Here's a plus that means plenty to you in cold cash! Not only do you get the line with the *best* selling features (with the fewest service problems) the best and promptest delivery—but you now get the biggest profit of all heater lines, too!

NATIONAL ADVERTISING! Perfection's advantages are pre-sold to customers even *before* they reach you! Eye-catching displays and superior dealer aids help you sell *after* they come in!

*optional

Here's the oil heater that makes
easy, fast sales!



It's a Perfection Portable

Practically everyone needs at least one of these multi-use heaters! Perfect for cottages, workshops, camping, recreation rooms. Don't miss out on such easy sales!

Perfection Stove Company

7225-A Platt Avenue • Cleveland 4, Ohio

ATLANTA • CHICAGO • CLEVELAND • JERSEY CITY
KANSAS CITY • OAKLAND • ST. PAUL

7,000,000 SPACE HEATER OWNERS ARE PROSPECTS FOR AUTOMATIC HEAT CONTROL



**THIS EXTRA PUSH MEANS
EXTRA PROFITS FOR YOU ON
AUTOMATIC HEATING**

Over 10 million readers of these magazines will see A-P National Advertising. They will be looking for the A-P Automatic Comfort Control Accessories you sell.

Accessory sales mean big business too. That's why the over 7,000,000 owners of oil heaters with A-P Safety Oil Controls are important prospects for you. Today they are convenience-conscious and that makes them a ripe market for easy-to-install A-P Automatic Comfort Controls that add welcome dial-controlled heating convenience.

To tie in with this profit opportunity write today for complete merchandising kit.



DEPENDABLE Controls

FOR BETTER OIL AND GAS HEATING • AIR CONDITIONING • REFRIGERATION

AUTOMATIC PRODUCTS COMPANY

2400 North Thirty-Second Street, Milwaukee 45, Wisconsin

Please send us complete MERCHANDISING MATERIAL on Nationally Advertised A-P AUTOMATIC COMFORT CONTROLS and complete details.

Firm _____

Address _____

City _____

State _____

Att. of _____

TV Men Foresee Fall Boom; New Lines Bigger, Cheaper

**Expansion within industry could
bring output to million a month
—if components were available**

Midsummer activity in the television industry was centered last month on the introduction of new lines which followed the now familiar pattern of lower prices and larger pictures.

The summer slump in business at retail was still hard upon the industry but manufacturers were apparently unanimous in their predictions of a spectacular boom market in the fall. Every prediction was accompanied by word of productive expansion within the industry. As summer wore on the set makers were setting their sights higher and higher. Crosley's John Craig estimated that the industry could produce a million sets a month by fall if component parts were available—an "if" which most set makers doubted would be overcome.

Prices on the new lines had been hammered down another notch; 16-inch sets are now tagged at prices previously set on 12½-inch models. The swing to larger screens continued to grow—Du Mont showed nothing smaller than a 17-inch set and RCA added a 19-inch model for the first time. Du Mont also put on display for the first time its giant 30-inch set.

Among firms introducing new lines in midsummer were:

DU MONT

Seventeen models, none of them with

a screen smaller than 17 inches, were shown Du Mont distributors as they met in New York in July for their first national sales convention.

For the first time Du Mont showed a "competitively" priced receiver, a 17-inch table model retailing at \$249.95. Prices range upward to somewhere under \$1500 for a deluxe 19-inch console which includes TV, AM and FM radio, three speed record player, an automatic tape recorder and an automatic selector clock.

Hit of the showing was the preview of the firm's 30-inch "Club-30" set, slated for production sometime this fall. The giant screen has more than four times the area of 15-inch receivers now on the market.

Dr. Allen Du Mont announced that the firm was planning to double its sales volume for 1950 and said that he expected total sales to be between \$75 and \$80 millions.

During the convention Henry R. Geyelin, Du Mont advertising manager, announced that a series of four-color ads illustrated by Norman Rockwell will spearhead an accelerated advertising and sales promotion program.

RCA VICTOR

RCA Victor dealers were introduced to a new line of 18 television receivers in early July. Although the

Due to circumstances
beyond our control, we
are cancelling the national
consumer promotion
announced on Page 122
and 123 of this issue.

**NORGE DIVISION
Borg-Warner Corp.**



THREE BOSTONIANS join Benjamin Abrams, president of Emerson, in inspecting the firm's newly announced radio and television line. At right is Eli Berman of Berman Radio, Boston. On the other side of the TV set are Harris Fishman, House of Television, Boston, and Saul Levine, Keenan Radio Co.

line includes some 12½-inch models and the firm's first 19-inch set, emphasis was centered on the 16-inch sets. Eleven of the 18 models, representing about 70 percent of scheduled production, had 16-inch tubes.

The line begins with a 12½-inch table model at \$159.95 and continues through a 19-inch combination at \$695.

The firm's production schedule is the heaviest in its history and will set a new high rate, Henry G. Baker, vice-president and general manager of the RCA Victor home instrument department said in introducing the new line.

The new lines will be supported by an advertising and promotion campaign several times bigger than any in the company's history, according to James M. Toney, advertising manager for the department. Copy will stress the fact that over a million homes now have RCA Victor receivers. Over 40 newspapers in as many TV markets carried special sections on the line in mid-July. Most of the sections were tabloid size and consisted of 16 pages.

RCA also showed three new table models and four new consoles in its radio line.

ZENITH

Zenith Radio Corp. in early July announced the broadest and most complete line in the firm's history. The new line was shown to company distributors at their annual convention in Chicago in late June.

Prices start at \$179.95 for a 12-inch table model set and range upward to a distinctively styled 19-inch combination at \$695.

The console combinations feature a changer which will play any speed record from 10 to 85 r.p.m.

WESTINGHOUSE

Westinghouse is planning on producing twice as many TV receivers in 1950 as in 1949. R. H. McMann, eastern district manager for the firm's television-radio division, said recently in introducing area distributors to the firm's new fall line.

The line includes 12 new TV receivers and seven new radio sets in 15 cabinet variations. TV prices range from \$159.95 (for a 12½-inch

set) to \$469.95. Radios range from \$17.95 to \$249.95.

Increased production by Westinghouse will be backed up with the greatest promotional effort ever put behind the firm's radio and television, Mr. McMann said.

EMERSON

Distributors attending the Emerson Radio and Phonograph Co. convention in New York in late June got what they were looking for—lower priced television sets.

But they also heard a warning from Benjamin Abrams, Emerson president, that, barring a "miracle," some of these prices would be raised before the end of the summer.

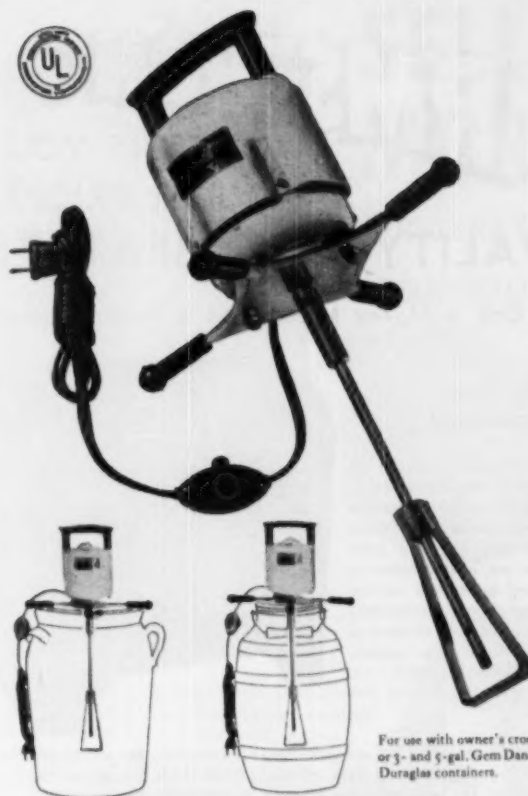
The new Emerson line is priced about 50 percent below last year and substantially below the prices of many other manufacturers, Mr. Abrams said. The prices begin at \$149.95 for a 12½ inch set and range upward to \$339.95 for a 19-inch console. Also shown was an extensive line of radios, radio-phonos and portable radios.

Mr. Abrams told the convention that the company was aiming at a retail volume of \$150,000,000 for the year and that in the next 12 months the firm will spend \$8,000,000 on advertising.

He reassured distributors over the advent of color television, predicting that it would strengthen, rather than hurt, sales of black and white receivers. He based this on his opinion of the price and performance of initial color sets. He urged the industry to bring the color television problem into the open.

Armstrong Leaves Bendix For Crosley Motor Post

J. L. Armstrong, formerly field sales manager for Bendix Home Appliances, Inc., has been named vice-president in charge of sales for Crosley Motors, Inc.



For use with owner's crock or 3- and 5-gal. Gem Dandy Duraglas containers.

GEM DANDY ELECTRIC CHURN

THE OUTSTANDING VALUE

NEW, IMPROVED COOL-RUNNING MOTORS

The Nationally advertised Gem Dandy Electric Churns are fast selling, quality products . . . the last word in appearance, performance, sanitation and ease of operation.

Both the Deluxe and Standard Models have new, improved motors that positively will not heat up even when run continuously for days. They will mix most anything.

Enthusiastic owners on hundreds of thousands of electrified farms testify to the outstanding performance of Gem Dandy Electric Churns.

More Gem Dandy Electric Churns have been sold than all other makes combined. Now a greater value than ever before! Priced for volume sales.

DELUXE MODEL	\$19.95
Recommended Dealer's Cost	\$12.49
STANDARD MODEL	\$16.95
Recommended Dealer's Cost	\$11.02
2% 10 Days, Net 30 Days, f.o.b. Distributor's Shipping Point. 8 cu. in. carton, weight 8 lbs.	

Order today from your distributor

Deluxe and Standard Models are adjustable to fit owner's crock or jar up to 6 gals. Most customers prefer Gem Dandy Duraglas containers in 3- or 5-gal. sizes. Sold separately. List price 3- and 5-gal. \$2.75. Recommended Dealer's cost \$1.65.

ALABAMA MANUFACTURING COMPANY

Dept. A-159, Birmingham 3, Alabama

ARMSTRONG

OFFERS YOU
3 POPULAR PRICED
QUALITY GAS HEATERS

Each One a Money Maker and a Friend Maker!

• Fully Vented CIRCULATOR

Modern in design, compact, efficient in operation. Provides clean, dry heat and eliminates sweating walls and windows. A special safety feature: the brass valve and pilot are located behind a closed door at side and gas cannot be turned on by accidentally brushing against it. Finished in rich, brown porcelain enamel. A.G.A. approved. Made for L.P.G. gas or for Natural and Mig. gas.



No. 814-V 18" high, 12" wide, 9" deep, 14,000 B.T.U. Sh. wt. 26 lbs.
No. 817-V 18" high, 12" wide, 9" deep, 17,000 B.T.U. Sh. wt. 27 lbs.
No. 820-V 18" high, 19" wide, 9" deep, 20,000 B.T.U. Sh. wt. 39 lbs.

• RADIANT GAS HEATER

For fireplace or living room—it's cheerful and an excellent heat provider. Body is in one piece finished in brown porcelain enamel with harmonizing brown and ecru backwall and radiants. Reflector and dress guard are chrome plated. Solid brass valve and durable castiron burner. A.G.A. approved.



17 1/4" high, 18 1/2" wide, 8" deep, 20,000 B.T.U. Shipping Weight 31 lbs.
No. 2205 for Natural and Mig. gas
No. 2205B for L.P.G. gas

• BATHROOM GAS HEATER

A leader in the field. White porcelain enamel finish. Closely drilled ports give rapid ignition and positive, even carry-over on all gases. Insures clean, well distributed flame. Burner is held in place with a single screw; it's easy to remove for cleaning. 14 1/2" high, 11" wide, 8 1/2" deep.

No. 10C for Natural and Mig. gas 12,000 B.T.U.
No. 10C-B for L.P.G. gas 9,000 B.T.U.



See at your jobber's or write for details and discounts on complete line of gas and electric heaters, ironers, sprinklers, etc.

ARMSTRONG
PRODUCTS CORP.

Manufacturers of Quality Products Since 1899
New York, New York U.S.A.

WHEN
IT'S AN
ARMSTRONG
DEPEND ON IT!
IT'S THE BEST
OF ITS KIND

Manufacturers' Sales, Appliances and Radio

COFFEE MAKERS (Metal and Glass)

(Nema Member Sales, Not Industry)

May 1950	69,877
May 1949	38,035
5 Mos. 1950	344,890
5 Mos. 1949	195,450

% Change versus 1949

May 1950	+83.72
5 Mos. 1950	+76.46

RADIO RECEIVERS, ALL TYPES INCLUDING TELEVISION

(Radio Manufacturers Association)

May 1950	1,276,283
May 1949	640,778
5 Mos. 1950	6,197,897
5 Mos. 1949	3,722,339

% Change versus 1949

May 1950	+99.18
5 Mos. 1950	+66.51

DRYERS, CLOTHES

(Members, American Home Laundry Assn.)

May 1950	16,122
May 1949	3,910
5 Mos. 1950	107,271
5 Mos. 1949	35,641

% Change versus 1949

May 1950	+312.32
5 Mos. 1950	+201.00

TELEVISION RECEIVERS

(Radio Manufacturers Association)

May 1950	376,227
May 1949	163,262
5 Mos. 1950	2,024,183
5 Mos. 1949	752,335

% Change versus 1949

May 1950	+130.44
5 Mos. 1950	+169.05

FREEZERS, HOME AND FARM

(Nema Member Sales, Not Industry)

May 1950	36,940
May 1949	20,139
5 Mos. 1950	202,531
5 Mos. 1949	120,229

% Change versus 1949

May 1950	+83.43
5 Mos. 1950	+68.45

FM-AM AND FM RECEIVERS

(Radio Manufacturers Association)

May 1950	86,405
May 1949	28,388
5 Mos. 1950	438,145
5 Mos. 1949	383,869

% Change versus 1949

May 1950	+204.37
5 Mos. 1950	+14.14

HEATERS, CONVECTOR AND RADIANT

(Nema Member Sales, Not Industry)

May 1950	4,616
May 1949	2,305
5 Mos. 1950	46,196
5 Mos. 1949	29,607

% Change versus 1949

May 1950	+100.26
5 Mos. 1950	+56.03

AM RECEIVERS

(Radio Manufacturers Association)

May 1950	813,651
May 1949	449,128
5 Mos. 1950	3,735,569
5 Mos. 1949	2,586,135

% Change versus 1949

May 1950	+81.16
5 Mos. 1950	+44.45

HOTPLATES

(Nema Member Sales, Not Industry)

May 1950	31,283
May 1949	23,057
5 Mos. 1950	170,320
5 Mos. 1949	102,039

% Change versus 1949

May 1950	+35.68
5 Mos. 1950	+66.92

RANGES

(Nema Member Sales, Not Industry)

May 1950	145,498
May 1949	52,881
5 Mos. 1950	640,688
5 Mos. 1949	400,806

% Change versus 1949

May 1950	+175.14
5 Mos. 1950	+59.85

REFRIGERATORS

(Nema Member Sales, Not Industry)

May 1950	542,865
May 1949	341,933
5 Mos. 1950	2,512,549
5 Mos. 1949	1,804,754

% Change versus 1949

May 1950	+58.76
5 Mos. 1950	+39.22

IRONS

(Nema Member Sales, Not Industry)

May 1950	446,173
May 1949	231,858
5 Mos. 1950	1,906,434
5 Mos. 1949	1,405,223

% Change versus 1949

May 1950	+92.43
5 Mos. 1950	+35.67

IRONERS

(Industry estimate by American Home Laundry Mfrs Assn.)

May 1950	27,400
May 1949	19,500
5 Mos. 1950	144,700
5 Mos. 1949	118,100

% Change versus 1949

May 1950	+40.51
5 Mos. 1950	+22.52

ROASTERS

(Nema Member Sales, Not Industry)

May 1950	19,300
May 1949	10,123
5 Mos. 1950	124,933
5 Mos. 1949	113,929

% Change versus 1949

May 1950	+90.65
5 Mos. 1950	+9.66

(Continued on opposite page)

UNEXCELLED PACIFIC NORTHWEST FACILITIES FOR...

- WAREHOUSING
- SHIPPING
- BILLING
- TRUCKING

Excellent warehouse and service facilities in Seattle for eastern manufacturers who cover northwest or ship to Alaska. Five floors and basement with 25,000 square feet...located on track...low insurance rate. Can also handle sales in Oregon, Washington and far northwest.

For information
write to:

Clarence E. Bullock Co.
Room 327, Weinberg Arcade
Galesburg, Illinois

Other offices in
Seattle, Wash. and
Oakland, Calif.

Manufacturers Sales, Appliances and Radio

CONTINUED FROM PAGE 188

TOASTERS

(Nema Member Sales, Not Industry)

May 1950.....	214,279
May 1949.....	175,998
5 Mos. 1950.....	1,182,007
5 Mos. 1949.....	1,344,384

% Change versus 1949

May 1950.....	+21.75
5 Mos. 1950.....	-12.08

VACUUM CLEANERS

(Industry estimate by Vacuum Cleaner Mfrs. Assn.)

May 1950.....	278,645
May 1949.....	222,850
5 Mos. 1950.....	1,444,988
5 Mos. 1949.....	1,255,746

% Change versus 1949

May 1950.....	+25.03
5 Mos. 1950.....	+15.01

WASHING MACHINES, STAND- ARD—(Electric and Gas Engine)

(Industry estimate by American Home Laundry Mfrs. Assn.)

May 1950.....	304,640
May 1949.....	214,000
5 Mos. 1950.....	1,680,057
5 Mos. 1949.....	1,034,500

% Change versus 1949

May 1950.....	+42.36
5 Mos. 1950.....	+62.40

WATER HEATERS, STORAGE

(Nema Member Sales, Not Industry)

May 1950.....	66,394
May 1949.....	44,253
5 Mos. 1950.....	290,879
5 Mos. 1949.....	197,071

% Change versus 1949

May 1950.....	+50.03
5 Mos. 1950.....	+47.60

Twin City Dealers Use TV, Ads, Contests In Campaign

Four television shows, educational ads in morning and even St. Paul and Minneapolis newspapers, sales contests and clinics, demonstrations and window displays were used to put over an intensive drive on home freezer sales during June by the Twin City Appliance Dealers Associations. The Northern States Power Co., North Central Electrical Industries and home freezer distributors all cooperated to make the promotion a success.

Top prizes of \$200 were awarded high salesmen in the \$1,500 sales contest, with all participating dealers' salesmen being obliged to attend at least one freezer clinic in order to register.

Hundreds of dealers entered the home freezer window display contest which carried a top prize of \$100.

Four television shows over WTCN-TV with Arlene Petersen, home economist of Northern States Power Co., were put on to bring the story of the home freezer to the housewife.



Model M30

BANK-METER

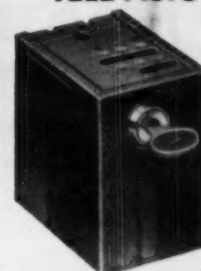
ELIMINATES COLLECTION COSTS!

FREE { 24-page meter sales plan
manual and meter catalog.

Just write to:

INTERNATIONAL REGISTER CO.
2626 W. Washington Blvd.
Dept. 750-S, Chicago 12, Illinois

SELLS MORE REFRIGERATORS TELEVISION



WITH
New,
MODERN

Flexo-Step STORE FIXTURES

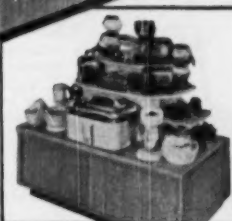
- All Merchandise Displayed where it is Easy-to-See, Easy-to-reach.
- Over 50% More Selling Space than conventional store equipment.
- "Head-On" and "Side-Unit" Models to make 5'x5' and 5'x10' Islands.
- "Side-Units" Also for Modern Flexible Wall Section Displays.

NARDA Members contact your Chicago Office

For Full Particulars, Write

ADD SALES CO.

714 Commercial St.
MANITOWOC, WIS.



Inset illustrates ease of displaying merchandise of varying sizes on FLEXO-STEP. 24" high base sections with sliding doors provide storage for reserve stocks. Modernize—sell more with FLEXO-STEP.

New Password to Profits...

BEN-HUR "R.O.P."

with the great NEW line of
"America's Finest"

Farm and home freezers



*** Today's Big
Sales Advantage
in Freezers!**



You'll see this exclusive "RECORD OF PERFORMANCE" tag on every BEN-HUR Freezer. A replica of actual performance test charts on file at the factory, it is your best guarantee of quality engineering, trouble-free operation, years of food freezing satisfaction—proof of "today's best buy in freezers."

New Beauty. New Features. Too

Again, the new BEN-HUR Freezers are outstanding in new modern design, colorful Ben-Hur Blue trim, new interior lighting, more effective cooling, and new convenience features. Each model crowds more storage capacity into less floor area for space-saving home installation.

A SIZE FOR EVERY FAMILY—Shown, 12.5 cubic foot BEN-HUR. Holds up to 625 lbs. Others, 8.5, 16, 20 cubic foot sizes.

AND THEY'RE BACKED BY THE MOST COMPLETE DEALER SALES AID PROGRAM IN BEN-HUR HISTORY!

Ask your BEN-HUR Distributor about the new models and the profitable dealer franchise, or write direct.

BEN-HUR MFG. COMPANY
634 E. Keefe Ave. • Milwaukee 12, Wis.

Dept. E.M.

Represented Nation-Wide by Leading Independent Distributors and Dealers

BEN-HUR FARM and HOME FREEZERS

HEALTHFUL LIVING THROUGH FROZEN FOODS

CRAWLS

On Roller Bearings

Up and Down Steps... Over Obstructions...
Rolls Smoothly Over Flat Surfaces



- Patented Roller Bearing Crawler Tread
- Sturdy Construction—Aluminum, Steel or Wood
- Safety Straps
- Patented Strap Tightener



Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting...no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

Write for Catalog.

Stevens Appliance Truck Co.
OLD SAVANNAH BLVD. AUGUSTA, GEORGIA

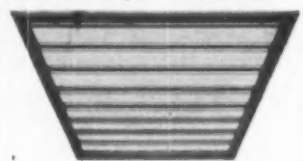
AIR-FLO AUTOMATIC CEILING SHUTTER



TOP VIEW—OPEN—LESS MOULDING

FOR ATTIC FANS

Built so they can be installed practically flush with the ceiling, AIR-FLO Ceiling shutters present a refined, finished appearance. Their natural aluminum color blends with any decoration, eliminating need for painting and no grille or winter cover is required. Furnished in 5 different widths, single panel up to 73" long. No operating mechanism shown. Built-in fusible link. Meets fire underwriters' requirements. Write for illustrated catalog 43A of the complete AIR-FLO line.



VIEW FROM BELOW—CLOSED (with moulding)

**AIR CONDITIONING
PRODUCT CO.**

2340 West Lafayette Blvd.
Detroit 16, Michigan

List Sites, Dates Of Leading Fairs

Each year over 2,000 county, state and regional fairs draw 70 million visitors. For the convenience of retailers and distributors who may be interested in exhibiting at these events ELECTRICAL MERCHANDISING lists below the locations and dates of leading fairs as supplied by the International Assn. of Fairs and Expositions.

ALABAMA—Alabama State Fair, Birmingham, Oct. 2-7; North Alabama State Fair, Florence, Sept. 18-23.

ARIZONA—State Fair, Phoenix, Nov. 3-12.

ARKANSAS—Arkansas-Oklahoma Livestock Exposition, Fort Smith, Sept. 25-30; Arkansas Livestock Show, Little Rock, Oct. 2-7.

CALIFORNIA—California State Fair, Sacramento, Aug. 31-Sept. 10; Grand National Livestock Exposition, San Francisco, Oct. 27-Nov. 5; Los Angeles County Fair, Pomona, Sept. 15-Oct. 1.

COLORADO—Colorado State Fair, Pueblo, Aug. 28-Sept. 1; Arkansas Valley Fair, Rocky Ford, Sept. 5-7.

FLORIDA—Pensacola Interstate Fair, Oct. 16-21; North Florida Fair, Tallahassee, Oct. 31-Nov. 4.

GEORGIA—Georgia State Fair, Macon, Oct. 16-21; Chattahoochee Valley Exposition, Columbus, Oct. 9-14.

IDAHO—Eastern Idaho State Fair, Blackfoot, Sept. 12-16.

ILLINOIS—Illinois State Fair, Springfield, Aug. 11-20; Eastern Illinois Fair, Danville, July 20-Aug. 4; International Livestock Exposition, Chicago, Nov. 25-Dec. 2; Heart of Illinois Exposition, Peoria, Aug. 29-Sept. 4.

INDIANA—Indiana State Fair, Indianapolis, Aug. 31-Sept. 8; Akron Fair, Akron, Sept. 13-16.

IOWA—Iowa State Fair and Exposition, Des Moines, Aug. 25-Sept. 1; All Iowa Fair, Cedar Rapids, Aug. 12-17; Mississippi Valley Fair, Davenport, Aug. 15-20; National Dairy Cattle Congress, Waterloo, Sept. 30-Oct. 7.

KANSAS—Kansas State Fair, Hutchinson, Sept. 17-22; Kansas Free Fair, Topeka, Sept. 9-15; Inter-State Fair, Coffeyville, Sept. 1-4.

KENTUCKY—Kentucky State Fair, Louisville, Sept. 10-16.

LOUISIANA—State Fair of Louisiana, Shreveport, Oct. 21-29.

MAINE—Maine State Fair, Lewistown, Sept. 4-9; Skowhegan State Fair, Skowhegan, Aug. 12-16.

MARYLAND—Maryland State Fair, Timonium, Aug. 30-Sept. 9.

MASSACHUSETTS—Eastern State Exposition, Sept. 17-23; Three County Fair, Northampton, Sept. 3-9; Brockton Fair, Brockton, Sept. 9-16.

MICHIGAN—Michigan State Fair, Detroit, Sept. 1-10; Allegan County Fair, Allegan, Sept. 11-16; Michigan Farm Products Show, Saginaw, Sept. 10-16; Upper Peninsula State Fair, Aug. 15-20.

MINNESOTA—Minnesota State Fair, Aug. 26-Sept. 4; Mower County Fair, Austin, Aug. 8-13.

MISSISSIPPI—Mississippi State Fair, Jackson, Oct. 9-16; Mississippi-Alabama Fair, Tupelo, Oct. 3-7.

MISSOURI—Missouri State Fair, Sedalia, Aug. 20-27; American Royal Livestock Show, Kansas City, Oct. 14-21; Ozark Empire District Fair, Springfield, Aug. 12-18.

MONTANA—Midland Empire Fair and Rodeo, Billings, Aug. 7-12; North Montana State Fair, Great Falls, July 31-Aug. 5.

NEBRASKA—Nebraska State Fair, Lincoln, Sept. 3-8; Ak-Sar-Ben Livestock & Horse show, Omaha, Sept. 29-Oct. 8.

NEVADA—Nevada State Fair, Fallon, Sept. 1-4.

NEW HAMPSHIRE—Lancaster Fair, Lan-

caster, Sept. 1-4; Rochester Fair, Rochester, Sept. 17-23.

NEW JERSEY—New Jersey State Fair, Trenton, Sept. 24-Oct. 1.

NEW MEXICO—New Mexico State Fair, Albuquerque, Sept. 23-Oct. 1.

NEW YORK—New York State Fair, Syracuse, Sept. 2-9; Orange County Fair, Middletown, Aug. 13-19; Mineola Fair, Mineola, Sept. 12-16; Chautauque County Fair, Dunkirk, Sept. 4-9; Chemung County Fair, Elmira, Aug. 13-19.

NORTH CAROLINA—North Carolina State Fair, Raleigh, Oct. 17-21; Southern State Fair, Charlotte, Oct. 3-7.

NORTH DAKOTA—North Dakota State Fair, Minot, July 24-29; Red River Valley Fair, Fargo, Aug. 28-Sept. 2.

OHIO—Ohio State Fair, Columbus, Aug. 26-Sept. 1; Fairfield County Fair, Lancaster, Oct. 10-14; Lorain County Fair, Wellington, Aug. 22-25.

OKLAHOMA—Oklahoma State Fair and Exposition, Oklahoma City, Sept. 23-30; Tulsa State Fair, Tulsa, Sept. 17-21; Free State Fair, Muskogee, Oct. 1-7.

OREGON—Oregon State Fair, Salem, Sept. 4-10; Pacific International Livestock Exposition, Portland, Oct. 6-14.

PENNSYLVANIA—Allentown Fair, Allentown, Sept. 18-23; York Interstate Fair, York, Sept. 12-16; Bloomsburg Fair, Bloomsburg, Sept. 25-30.

RHODE ISLAND—Rhode Island State Fair, Kingston, Aug. 13-20.

SOUTH CAROLINA—South Carolina State Fair, Columbia, Oct. 16-21; Piedmont Interstate Fair, Spartanburg, Oct. 9-14.

SOUTH DAKOTA—South Dakota State Fair, Huron, Sept. 4-9; Sioux Empire Fair, Sioux Falls, Aug. 19-25.

TENNESSEE—Tennessee State Fair, Nashville, Sept. 18-23; Mid South Fair, Memphis, Sept. 21-30; Tennessee Valley Fair, Knoxville, Sept. 11-16.

TEXAS—State Fair of Texas, Dallas, Oct. 7-22; Four States Fair, Texarkana, Sept. 16-23; South Texas Fair & Exposition, Kingsville, Nov. 7-12.

UTAH—Utah State Fair, Salt Lake City, Sept. 15-23.

VERMONT—Rutland Fair, Sept. 4-9.

VIRGINIA—Virginia State Fair, Staunton, Sept. 4-9; Atlantic Rural Exposition, Richmond, Sept. 28-Oct. 7.

WASHINGTON—Central Washington Fair, Yakima, Sept. 27-Oct. 1.

WEST VIRGINIA—State Fair of West Virginia, Lewisburg, Aug. 21-26.

WISCONSIN—Wisconsin State Fair, Milwaukee, Aug. 19-27; Northern Wisconsin District Fair, Chippewa Falls, Aug. 1-6; Central Wisconsin State Fair, Marshfield, Sept. 3-7.

WYOMING—Wyoming State Fair, Douglas, Aug. 30-Sept. 2.

King-Sized Party Line



LARGEST TELEPHONE conference call ever arranged by Pacific Telephone and Telegraph was used by Crosley's general manager W. A. Blees in June to explain sales plans for the fall to 2,000 Crosley executives and distributors. The call traveled 69,000 circuit miles.

So They Baked a Cake



EMPLOYEES of the Coleman Co. honored the president and founder, W. C. Coleman, on his 80th birthday with this over-sized cake. The famous Coleman gas lanterns replaced traditional candles as decoration. During Coleman week in Wichita the pioneer industrialist was feted by civic clubs, church groups and the chamber of commerce. Orders from distributors totalling over \$2,500,000 were presented to Mr. Coleman during the festivities.

RMA Changes Name, Elects R. C. Sprague

The Radio Manufacturers Assn., holding its annual convention in Chicago in early June, changed the name of the group to the Radio-Television Manufacturers Assn., elected Robert C. Sprague to succeed R. C. Cosgrove as president, and authorized formation of a committee to continue working on a reorganization plan. The committee will also make recommendations as to the employment of a salaried president for the organization.

The change of name is intended to give recognition to the importance television has assumed in the nation's radio industry. It will become effective when corporate charter amendment is approved by the Secretary of the State of Illinois.

Mr. Sprague is president of the Sprague Electric Co., North Adams, Mass., manufacturers of radio-TV parts. He has long been active in radio industry affairs, serving as a director of RMA since 1943 and as chairman of the organization's successful "Town Meetings" committee.

In a speech at the annual membership luncheon, Mr. Cosgrove decried the "political pressure which has been put on the industry to bring out color television before it was developed." He pointed out that the industry had a record of never "deliberately obsoleting a product or giving the public unreliable, untested or unworkable products. We are now trying our best to maintain this position of public service in our approach to color television," he said.

Wayne Coy, chairman of the Federal Communications Assn., assured the convention that the FCC was anxious to see the freeze lifted as soon as practical, but warned that the position of color in the spectrum must be considered before allocations can be made.

Quaker Distributors Explain Techniques at Convention

Four distributor organizations which led in sales for Quaker Mfg. Co. last year topped off the firm's June convention with testimonial talks on how they did it.

George Swanson, sales manager, Radio, Television and Appliances, Seattle, demonstrated how his firm achieved 38 percent of all heater sales in his area in 1949-50. Joe L. Pleasants, Allison-Erwin Co., Charlotte, N. C., with his nine men explained their method. Paul Fleming, Home Supply Co., Dubuque, and Ted J. Peters, State Distributing Co., Grand Rapids (12 employees present) also talked.

A. T. Atwill, president, and O. J. Long, general sales manager, wore Quaker garb at the introduction of the meeting.



A QUAKER succumbs to the heat and sheds the fancy get-up worn by officials of the Quaker Mfg. Co., at their national convention. O. J. Long, sales manager for the firm, needs a helping hand to get rid of the frock coat.

Terrific!

...The NEW Line of WARM MORNING Gas HEATERS

Built to Sell in Today's Market!

You'll profit from this outstanding line of GAS HEATERS with a trade-honored name . . . WARM MORNING! No ordinary gas heaters are these . . . they'll fit right in with your electrical line. From top to bottom, inside and out, they set the 1950 standards for beauty, design, and performance. Their sales appeal is tremendous!

The new WARM MORNING Gas Heaters are AGA-approved for all types of gases. Their handsomely styled cabinets are fully porcelain enameled in two-tone brown. Large radiant glass fronts improve heating efficiency and add "eye appeal." Scientifically designed burners and combustion chambers insure top performance and fuel economy. Designed for both semi-automatic and fully automatic operation, with forced air fans and wide choice of controls,

LOTS OF SALES HELP!

Supporting your WARM MORNING sales efforts will be attractive display advertising in National Magazines, Metropolitan Newspapers, and Farm Journals that reach many millions of potential customers . . . *plus* cooperative share-the-cost advertising . . . *plus* a complete array of advertising and selling aids for your use.

GET FULL DETAILS FROM YOUR WARM MORNING DISTRIBUTOR!

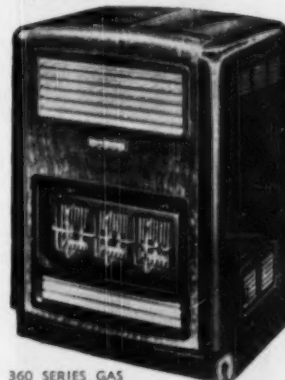
And right now send for our new, full-color Catalog showing these outstanding WARM MORNING Gas Heaters.

LOCKE STOVE COMPANY

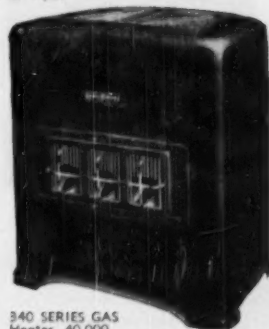
Dept. G-212, 114 West 11th St.
Kansas City 6, Mo.



MODEL 322 GAS Heater, 85,000 BTU Input.



360 SERIES GAS Heater, 60,000 BTU Input.



340 SERIES GAS Heater, 40,000 BTU Input.

TG-504

NEW POSITIONS

New General Electric Co. Executive Appointees



JOHN L. BUSEY



WILLIAM V. O'BRIEN



LOUIS H. MILLER



CHARLES K. RIEGER



ARTHUR A. BRANDT

John L. Busey, formerly president of the General Electric Supply Corp., has been elected a vice-president of the General Electric company and placed in charge of marketing policy, a newly created post. Concurrently, William V. O'Brien, formerly general sales manager of G-E's apparatus department, has been elected a commercial vice-president and been named assistant manager of marketing policy.

Louis H. Miller, formerly manager of the household refrigerator division, has been named to succeed Charles R. Pritchard as manager of marketing for the G-E Appliance & Merchandise department. Mr.

Pritchard has been elected president of GESCO.

Charles K. Rieger has succeeded Mr. Miller as manager of the household refrigerator division. He was formerly manager of the heating device and fan divisions. He has been succeeded in that capacity by Robert E. Boian who has held the post of sales manager for heating devices.

Arthur A. Brandt has been named general sales manager of the General Electric receiver division, a new position created to handle expanding commercial operations in the radio and television receiver fields. Mr. Brandt has been with

G-E since 1937, when he was made advertising manager for the radio sales division. For the past seven years he has been general sales manager for the electronics department. Rapid sales expansion has brought about a decentralization of this department.

Harrison Van Aken has been named assistant manager of the receiver division and W. M. Skillman has been made manager of marketing services. Mr. Van Aken has been with G-E since 1936; Mr. Skillman joined the company in 1943.

Six new appointments to sales positions in the G-E receiver division

have been announced. They include R. W. Ferrell, assistant general sales manager; David Davis, sales manager of TV receivers; D. S. Beldon Jr., sales manager of radio receivers; E. J. Hendrickson and D. E. Weston Jr., assistant sales managers of TV receivers; and G. O. Crossland, assistant sales manager, radio receivers.

E. H. Norling has been named manager of the retail development section of G-E's Appliance & Merchandise department. A member of the retail development section for several years, Mr. Norling was formerly sales manager of the sunlamp and heater section.



ROBERT E. BOIAN



R. W. FERRELL



DAVID DAVIS



D. S. BELDON, JR.

Westinghouse Electric Corp.



WILLIAM B. CREECH

William B. Creech, a 21-year veteran with Westinghouse, has been named assistant sales manager of the firm's appliance division. He has held every position except service man in the division's southeast-

ern division and most recently was district manager.

Ira G. Deitrick has succeeded George MacGilvray as manager of Westinghouse's New England lamp district.

Hugo P. Lynch has been appointed major appliance factory representative for Westinghouse's Middle Atlantic district.

Jack D. Lee has been appointed to the refrigeration sales department and will be responsible for increasing the scope of promotional activities on Westinghouse refrigerators and home freezers.

A new Westinghouse lamp division branch has been established in Des Moines under the supervision of Rolland L. Rasmussen.

York Corp.

Ralph L. Beach has been named assistant general service manager

of the York Corp. He has been with the firm since 1926.

Tele King Corp.

Theodore Sharaf has been named sales representative for Tele King Corp. for Alabama, Tennessee, North Carolina and South Carolina.

Sylvania Electric Products, Inc.

George R. Somers has been appointed general sales manager of the Sylvania radio tube and television picture tube divisions. He has been with the firm since 1940.

Charles H. Goddard has assumed responsibility for national accounts sales in the lighting division of Sylvania. He will also continue in his present post as manager of utility sales.

White Sewing Machine Corp.



DODGE BARNUM

Dodge Barnum has been elected vice-president of White Sewing Machine Corp., a post he assumes in addition to other duties as president of Domestic Sewing Machine Co., Inc., a subsidiary of White.

Whiting Appliance Co.



D. L. EDELMUTH

D. L. Edelmuth has been appointed vice-president and general sales manager of the Whiting Appliance Co., a division of Baltimore Porcelain Steel Corp. Mr. Edelmuth was executive vice-president of Thayer, Inc., prior to joining Whiting.

Swartzbaugh Mfg. Co.



RICHARD R. FOWLER

Richard R. Fowler has been appointed sales manager for Everhot and related appliance lines of the Swartzbaugh Mfg. Co. He was formerly manager of advertising and sales promotion for the firm and previously operated his own business as a management consultant.

Thor Corp.



EMIL G. BEST

Emil G. Best, sales promotion manager for Thor Corp. for the past year, has been made advertising manager of the firm. Prior to joining Thor he was with Ekco Products Co.

Seddon Allen has been named south central district sales manager for Thor. He was formerly with Mills-Morris Co., Memphis distributor.

Webster-Chicago Corp.



W. S. HARTFORD

W. S. Hartford, general sales manager of Webster-Chicago Corp., has been elected vice-president in charge of sales, and C. B. Dale, director of research, has been named vice-president in charge of research. Mr. Hartford has been with the firm for nine years and has been active in the electronics field for 23 years.

Hamilton Mfg. Co.

Four additional sales representatives have been appointed by Hamilton Mfg. Co. Robert T. Hoopes will take over the mid-Atlantic Coast territory with headquarters in Washington, D. C. Charles W. Haley will have headquarters in Atlanta and will cover the southeastern territory. William C. Cox will cover the east central section with headquarters in Columbus, Ohio, and Robert K. Burbridge will represent Hamilton in the southwest.

Allen B. DuMont Laboratories, Inc.

J. K. Bradley has been appointed assistant central states regional sales manager for the receiver sales division of Allen B. DuMont Laboratories, Inc. He has been with DuMont since 1947 and was previously manager of the sub-contracting department.

Silex Co.



DONALD W. ROGERS

Donald W. Rogers has been appointed sales manager of the Silex Co. He was formerly division sales manager for a large paper mill and has had over 10 years experience as owner and general manager of several general department stores.

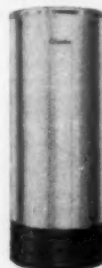
Columbia

leads the field with the 52 gallon TABLE TOP



Columbia ELECTRIC WATER HEATERS

Here is your most profitable answer to the demand for larger capacity heaters in the convenient Table Top design. This compact 52-gallon Table Top fits into any kitchen as beautifully as our 20, 30 or 43 gallon Table Top models. Width is 26"; height 36"; depth 25". Utility top and backsplash are one piece, finished in our exclusive tough, heat and acid resisting, chip-proof white CRYSTAL-COTE.



Columbia's complete line also features this popular Double Round Model and the corrosion resisting Puredure Bronze. All Columbia electric water heaters have these two exclusive wonder workers: PATENTED SNAP ACTION SUBMERGED THERMOSTATS, IMMERSION-TYPE REMOVABLE HEATING ELEMENTS. Both are easily removable without the need of draining the tank. These units are a built-in guarantee of complete customer satisfaction. Sold only through leading electrical wholesalers.



Write for complete catalog and name of wholesaler in your territory.

NATIONAL STEEL CONSTRUCTION CO.

500 Myrtle Street
Seattle, Washington

301 Water Street
Logansport, Indiana

1901 Pasadena Avenue
Los Angeles, California



This label
belongs on the "lifelines"
of your products!

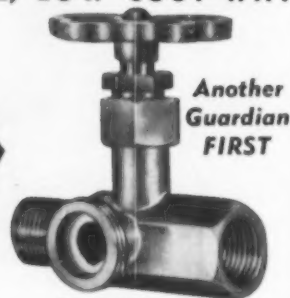
No matter how well made a piece of electrical equipment may be, its performance depends directly upon the cord set or power supply cord which supplies it with power. That is why it pays to insist upon Flag Labelled cord sets and power supply cords on the merchandise you handle. It means that the "lifelines" of lamps, appliances and other electrical equipment have been tested and inspected—not only the cords themselves, but the entire assemblies. Your customers will respond favorably to this visible evidence of safety precaution. Flag Labelling makes selling easier. It adds a plus value to your merchandise. For these advantages specify Flag Labelled Cords on your orders.

SAFE ELECTRICAL CORD COMMITTEE, 155 East 44th Street, New York 17, N. Y.
Make sure the products you sell are equipped
with safe electrical cords bearing the Flag Label



NOW install Automatic Washers
this SIMPLE, LOW COST WAY

with the New
Guardian
INLET CONTROL VALVE
Designed for
AUTOMATIC WASHER
Installations



Pat. Pending

High installation costs reduce your profits on automatic washer sales. You can cut costs to the bone on every installation by using Guardian's new inlet control valve especially designed for automatic washers. They simplify plumbing problems... save installation time... save cost of extra tees, elbows, nipples, etc. Guardian Inlet Control Valves provide dual outlets for hot and cold water with valve controlled inlet supply to the automatic washer and through waterways to existing faucets or tub lines. For general applications on automatic washer supply lines use Guardian No. 1500 Valve. Write for complete specifications and typical application drawings given in Bulletin V102.

No. 1800 Series Inlet Control Valve. Brass or chromium finish. Left or right hand hose outlets. Standard 1/2" I.P.T. male and female ends at outlet and inlet of through waterway. Inlet hose connection male for 3/4" standard hose coupling.



Guardian
PRODUCTS CORP.
VALVE DIVISION
Dept. E-3, 1215 E. Second Street
Michigan City, Indiana

MAIL COUPON NOW!

Guardian Products Corp., Valve Division
Dept. E-1, 1215 E. Second St.,
Michigan City, Ind.
Please send me Bulletin V102.
NAME _____
ADDRESS _____
CITY _____
STATE _____

McGraw Electric Co.



BURTON M. RIKER



SCOTT CAMPBELL

Burton M. Riker has been elected assistant vice-president of the Toastmaster Products division of McGraw Electric Co. He has been succeeded as general manager of the company's Clark division by Scott Campbell, formerly assistant general manager of the division.

Detroit-Michigan Stove Co.



M. W. ELERT



E. C. BARROWS

M. W. Elert has been named assistant sales manager of the Detroit-Michigan Stove Co. and E. C. Barrows has been named to succeed him as advertising manager. Mr. Elert joined the firm in 1937 and has been advertising manager since 1949. Mr. Barrows was formerly with the Norge division of Borg Warner Corp.

Lau Blower Co.



THOMAS I. BYRD

Thomas I. Byrd has been elected vice-president in charge of sales for the Lau Blower Co. He has been sales manager of the firm since 1943 and prior to that was in the market development division of Armco Steel Corp.

Horton Mfg. Co.

George Schwartz has been appointed district sales manager for the Horton Mfg. Co. in the Philadelphia area. He was formerly parts and service manager for Horton and has also been with Bendix and the Jacobs Co.

Marquette Appliances, Inc.



WARREN E. HARTWELL

Warren E. Hartwell has been named executive vice-president for Marquette Appliances, Inc. He was previously with Marshall-Wells Co. of Duluth and most recently had been merchandise manager of the firm's major appliance division.

Perfection Stove Co.

Paul J. Vande Castle has joined the Chicago district of Perfection Stove Co. and will cover north-eastern and central Wisconsin and northern Michigan.

F. J. Rudolph, a 31-year employee of Perfection, has been named assistant manager of the firm's Kansas City district.

Another
PROFIT-MAKER
For You

The Sensational, New
CONCO
PORTABLE
ELECTRIC RADIATOR



RETAILS
Regularly at
\$22.95
4500 BTU

Provides quick, abundant heat where and when wanted!

OUTSTANDING FEATURES

SAFE Underwriters' Approved. Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 BTU's per hour, the equivalent of 18 1/4 sq. ft. of steam radiation.

LIGHT Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

ECONOMICAL Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through winter.

101 HOME USES

• IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. RIGHT: Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete information on this outstanding new product.

CONCO ENGINEERING WORKS
Division of H. D. Conky & Company
Mendota, Illinois

CONCO MATERIALS HANDLING DIVISION
Cement — Helix
CONCO BUILDING PRODUCTS, INC.
Brick — Tile — Stone

NEW POSITIONS

Majestic Radio & Television, Inc.



LOUIS SILVER



MILTON R. BENJAMIN

Louis Silver has been appointed executive vice-president and general manager of Majestic Radio & Television, Inc. He is a veteran of 25 years' experience in the radio and television industry. Milton R. Benjamin formerly district sales manager for New England, has been advanced to national sales manager, a post formerly held by Mr. Silver.

Royal Vacuum Cleaner Co.

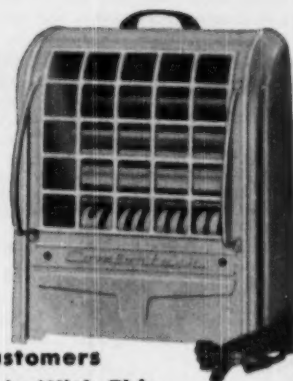


LAWRENCE J. TIMBERS

Edwin A. Hamala, a member of the Royal executive sales staff since February of this year, has been made assistant sales manager of the firm.

Lawrence J. Timbers, former radio time salesman in Cleveland, has joined the sales promotional staff of the Royal Vacuum Cleaner Co. Mr. Timbers will be available to Royal distributors throughout the country for dealer training and dealer sales meetings.

NEW! Fast Selling Heater



Give Your Customers
A Real Bargain With This
Inland No. 510 *Comforteer*
Electric Utility Heater

Radically new, double-seamed cabinet with integral grille — finished in beautiful white Hi-Bake enamel. New type coil element gives intense heat.

Write for low prices today!

V-18



Send for this FREE Sales-Buildup Book — a complete appliance merchandising guide

INLAND STEEL CONTAINER CO.
Cortez and Bienville Sts. • New Orleans 19, La.

THE COMPLETE LINE FOR THE TRADE

100% AMERICAN MADE
UNDERWRITERS APPROVED

BUY FROM YOUR
JOBBER AND ASK
FOR "POLLY"

Catalog
and Prices
on Request

"POLLY"
CHRISTMAS
TREE
Lites
-They're Best!

We Cater to the Wholesaler

LEO POLLOCK CO.
Mrs.
NEW YORK 13

DESIGNED TO SELL! NEW 20-GALLON MODERN AUTOMATIC ELECTRIC WATER HEATER



MODEL
A-20

- Plug-in type—115-v. A.C.
- Black heat band type surface element—heat "scraps" entire tank sidewall.
- Super sensitive snap action thermostat.
- Vapor seal heat lock blanket insulation.
- Table top convenience.
- Retail list \$75 F.O.B. factory.

Other models from 5 1/2 to 82 gallons
Also full line of water softeners

MAIL COUPON FOR FULL DETAILS

MODERN WATER EQUIPMENT CO., Dept. A
West Chicago, Illinois

Send details on following model water heaters:

☐ 5 1/2-gal. ☐ 12-gal. ☐ 20-gal. ☐ 55-gal. ☐ 82-gal.

Name _____

Address _____

City _____ State _____

DISTRIBUTOR NEWS

Biehl's Honors Strouse On 25th Anniversary

Russell Strouse, sales manager of Biehl's, Inc., Pottsville, Pa., was presented with a Cadillac sedan during a dinner recently honoring him on his 25th anniversary with the firm. President Gordon Biehl made the presentation. Guests included Bill Mills, Ironrite, Fritz Deininger of Estate Stove Co., Joseph Brady of Blackstone, John T. McCaffrey and Win B. Crawford of International Harvester, C. H. Lange and Joe Howe of Domestic Sewing Machine Co.

Graybar, Milling Company Stage Cake Baking Contest

Three hundred Orange, Texas, housewives entered a cake-baking contest sponsored recently by Graybar Electric, Houston, the Fant Milling Co., and Hotpoint dealers in Orange. Purchasers of Hotpoint ranges during the promotion received 50 pounds of flour free. Ranges were displayed in supermarkets; grocers throughout town supplied entry blanks.

MacMaster Co. Moves Offices To Site on East 62nd Street

MacMaster Corp., successors to D. Blair MacMaster Co., branch distributors of Regina products, have moved into new offices and display rooms at 147 E. 62nd St., New York City. The firm maintains branches in all areas of the New York metropolitan territory.

Dallas Distributor Sponsors Air Conditioner Campaign

What is believed to be one of the largest concentrated newspaper advertising efforts ever made on room air conditioners was carried out early in the summer by Capitol Distributors, Inc., Dallas distributors of Remington air conditioners.

The firm ran a six page section in the Dallas Times Herald on Sunday, May 21. Sixteen retailers were represented in the section. Retail sales results were immediate and highly satisfactory according to E. A. Bonneville, general sales manager for Remington's air conditioning division.

Maytag Southwestern Co. To Move in October

Consolidation and expansion of operations of the Maytag Southwestern Co., Dallas, will be achieved at one stroke about October 1 when the firm moves to a new building at 115 Leslie in the Trinity industrial district. The new building will enable the company to consolidate office and warehousing operations now divided between three locations in the city. The new building will also give the firm three times the amount of its present space.

Hicks Named to Video Post by Arnold Equipment Co.

Chester Hicks has been named regional manager of 23 counties in northwestern Ohio for distribution of Sylvania television sets by the Arnold Equipment Co., Toledo distributors.

McNulty Named Manager At Graybar, Syracuse

William McNulty has been appointed manager of the Syracuse branch of the Graybar Electric Co. He has been with Graybar since 1936 and most recently has been working out of district headquarters in New York.

Horne Appointed Manager Of Graybar in Memphis

J. W. Horne has been appointed manager of Graybar Electric's Memphis branch succeeding C. E. Kirkpatrick who has been made dis-

Open Miami Showroom



MIAMI'S MAYOR Wolfarth (right) congratulates M. Irving Witz, president of Emerson Radio of Florida, Inc., as the firm opens its new showrooms. At extreme left is Sam Friedland, president of Food Fair Stores.

trict manager for the firm in Cleveland. Mr. Horne joined Graybar in 1933 and most recently has been with the Jacksonville branch.

Name Peabody to New Post With Walker Martin, Inc.

E. Bruce Peabody has been named merchandise manager for Walker Martin, Inc., Raleigh, N. C. He was formerly Greensboro manager for the firm and prior to the war was with G-E Credit Corp.

Crump Co. Repeats Contest; Bermuda Trips to Winners

B. T. Crump Co., Richmond, Va., early this summer sponsored an eight week sales contest with a five-day Bermuda vacation as the prize to qualifying dealer. In a similar contest last summer 52 Norge dealers and salesmen won trips with one dealer winning five. This year's winners leave Richmond early this month for Bermuda.

Gross Promotes William Feder To Post as Product Manager

William Feder has been named product manager in charge of sales activities of Blackstone home laundry equipment and Deepfreeze freezers by Gross Distributors, Inc., New York. He has been with the firm four years in various sales positions.

Busbin Gets Promotion Post In WESCO Carolina District

W. C. Busbin has been named Carolinas district sales promotion manager for Westinghouse Electric Supply Co., Charlotte, N. C. Mr. Busbin was district lamp supervisor before his appointment.

Dallas Distributor Erects Million Dollar Building

Plans for construction of a million-dollar building for Marlin Associates, southwestern distributors with offices in Dallas, have been announced by Morris Margolin,

president of the firm. The building will have 37,500 square feet of floor space and will include facilities for showrooms, offices and warehousing. It is scheduled for completion by January 1, 1951.

Carolan Heads Thor Division For E. B. Latham, New York

William F. Carolan has been made general sales manager of the Thor division of E. B. Latham & Co., New York. For the last three years Mr. Carolan has been sales manager for northern New York and New Jersey for Hotpoint, Inc.

Elliott-Lewis Elects Pettit To Vice-presidency

Ray F. Pettit, sales manager of the major appliance division of Elliott-Lewis Corp., Philadelphia, has been elected a vice-president of the firm. He will continue to supervise sales of major appliances. Charles F. Boice, sales manager of the firm's Hallicrafters television division, has been elected a director of the company.

Graybar Appoints Henges Assistant to President

W. A. Henges, Cleveland district manager for Graybar Electric Co. will become assistant to the president effective September 1. He has been replaced as Cleveland district manager by C. E. Kirkpatrick. Mr. Henges has been with Graybar since 1913 and was made a district manager in 1942. Mr. Kirkpatrick joined the firm in 1936 and has been branch manager at Albany and Memphis.

State Electric Supply Opens New Pittsburgh Quarters

State Electric Supply Co., Pittsburgh, Pa., formally opened its quarters at 910 Penn Ave. in late June with a two day "open house". The company has occupied the building for two years but necessary alterations had delayed the formal opening.

Admiral Corp. Names Distributor

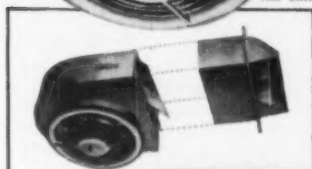


SIDNEY HOHENBERG, board chairman of Capitol Distributors, Inc., Dallas, signs on Admiral franchise as Wallace C. Johnson and George Malsed of Admiral and Lee H. Skillman, president of Capitol look on.

**FASTER SALES!
LARGER PROFITS!**
with...

FASCO
AUTOMATIC KITCHEN
VENTILATORS

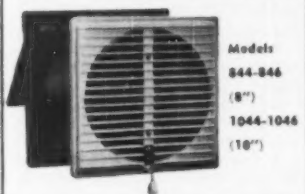
• For CEILINGS and INSIDE WALLS



FAN AND OUTSIDE
WALL CAP ASSEMBLY
Models 1020-1021
(10") "CEIL-N-WALL"
VENTILATOR

Mounts anywhere
in ceilings... or
through cabinets
or in inside wall,
directly above
stove.

• FOR OUTSIDE WALLS...



AUTOMATIC OUTSIDE WALL VENTILATOR

• Low cost! Quick, easy installation!
Move more air for less money! Built to
last a lifetime! And... THEY SELL!



DOUBLE YOUR SALES
with FASCO'S new
Active Ventilator
Display Deal. FREE
limited offer! Hurry!

WRITE, WIRE or PHONE for complete
information. FASCO Industries, Inc., 15
Union St., Rochester 2, N.Y. (Phone
HAmilton 1800.)



DISTRIBUTOR NEWS

Like Father, Like Son



FATHER AND SON, but heads of competing distributorships in Atlanta, Ga., are Charles S. Martin, right, and William H. Martin.

Frigidaire Sales Corp. Opens New Branch in Milwaukee

A new Frigidaire Sales Corp. branch has been opened in Milwaukee to expedite distribution to dealers in Wisconsin, upper Michigan and parts of Minnesota and Iowa. The new branch is headed by Paul W. Guthrie, former controller of the Chicago branch. Frigidaire distribution in this area in the past has been handled by the Chicago branch.

Frigidaire Detroit Branch Occupies New Building

The Detroit wholesale branch of the Frigidaire Sales Corp. has occupied a new ultra-modern building at 13940 Tireman Ave. Branch manager J. W. Moloney said that the improved facilities in the new location would permit the branch to meet greatly expanded demands.

Ford Named Sales Supervisor For Luethi & Welch, Columbus

Robert V. Ford has been appointed sales supervisor for downtown Columbus for Luethi & Welch, Inc., Columbus (Ohio) distributors.

Record Breaker



IRVING SARNOFF, executive vice-president of Bruno-New York, Inc. signs the largest single distributor order ever placed with RCA for television, radio and radio phonographs. Watching are Jack Marden of RCA Victor, David Wagman and Gerald O. Kaye, both of Bruno-New York.

It's Designed for 110-Volts!

Not just a modified 220-volt tumbler! The Taylor Summer Breeze is the only family-size electric clothes dryer on the market that is specifically designed to operate efficiently on 110-volts. Its exclusive method of automatic drying is based on low heat, plenty of air... dries quickly, produces no lint or condensation.



Taylor
SUMMER
BREEZE
110 VOLT
DRYER

\$139.85

Retail
slightly higher
in West

It's Priced for Budget-Buyers!

This automatic Clothes Dryer is priced where a 110-volt dryer should be—under \$150. Your customers will be seeing it featured editorially in *Living*, *House Beautiful*, *Better Homes and Gardens* and other favorite magazines... be ready when they ask you for the Taylor Summer Breeze.

THE TAYLOR CORPORATION

Alliance

Ohio

STEEL **SHIRLEY** KITCHENS

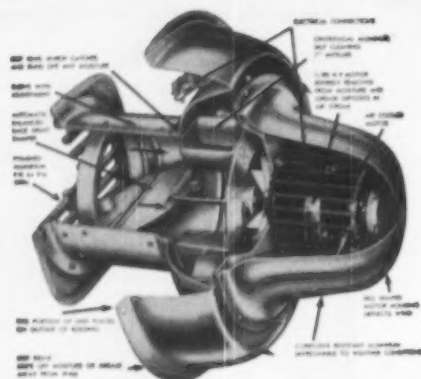


Guaranteed by
Good Housekeeping

• Top-quality, outstanding beauty, distinctive features, complete line, nationally advertised, competitively priced. Leads in value. See your distributor or write us for full information.

SHIRLEY CORPORATION • INDIANAPOLIS 2, INDIANA

THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is **FIRE-SAFE**, grease laden air is **NOT** drawn over motor;
Different, because intake grill may be mounted above cooking range even on inside wall;
Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;
Different, because it is **QUIET**, operating mechanism is mounted **OUTSIDE** the wall;
Different, because it is **weatherproof**, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.
Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller! Inquire today!

STEWART MANUFACTURING COMPANY

3202 E. Washington Street

Indianapolis, Indiana

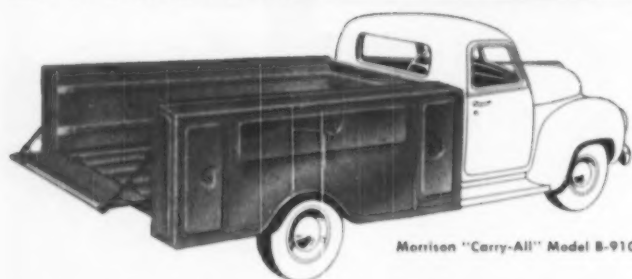
NEW!

**HUSKY, WIDE
and HANDSOME**

TWO NEW MORRISON

Carry-All

**ALL-STEEL, ALL-PURPOSE
SERVICE BODIES**



Morrison "Carry-All" Model B-910

A BETTER BODY AT A LOWER COST

The "Carry-All" can be easily and simply equipped to the needs of your own business. Optional "Carry-All" equipment includes the tailored caravan canvas top, sliding metal roof, overhead ladder racks, pipe racks, pipe vise bracket, material tray, compartment shelves. With these accessories, you can practically custom-design the standard "Carry-All" for your own particular requirements!

Write today for **FREE LITERATURE** on the MORRISON "Carry-All", the new "Carry-All" TRAILLETTE, "Carry-All" SIDE BOXES, and accessories.



MORRISON STEEL PRODUCTS, Inc.

Carry-All Body Division

607 AMHERST ST.

BUFFALO 7, N. Y.

Appliances in the Magazines

WOMEN'S SERVICE GROUP

McCall's

"How Cool Can You Cook?" by Elizabeth Sweeney Herbert—August *McCall's*—a refrigerated story with many icy appetizer recipes.

Women's Home Companion

"Moving-Van Equipment," by Bernice Strawn—August *Companion*—a review of the latest in portable appliances that can be enjoyed by renters, because they can be moved from house to house, without costly permanent installation charges.

"Steam Irons"—a pictorial review of the various makes of steam irons now on the market.

Good Housekeeping

"Make a Business of Using Your Freezer," by Helen Kendall—August *Good Housekeeping*—good management and planned use of a freezer adds to its enjoyment.

True Story

"Get the Most out of Your Fan," by Helen Budd—August *True Story*—"How-to" suggestions for efficient use of various types of fans.

HOME SERVICE GROUP

American Home

"Kitchens Needn't Look Sterile," by Edith Ramsay—August *American Home*—describes a pine paneled kitchen equipped with a modern electric sink, a dishwasher and disposal food waste unit.

"We Pitched In—Saved \$1100," by Kenneth A. Van Dyck—July *American Home*—how one family remodeled their kitchen-dining area for \$500, including a dishwasher.

"How to Iron A Shirt," by Edith Ramsay—step-by-step procedure in photo sequence.

House Beautiful

"Take It Easy, Lady," by Charlotte Eaton Conway—July *House Beautiful*—a continuation of this series, which includes the clothes dryer and an upright freezer.

Better Homes & Gardens

"Use Your Mixer for Easier Summer Meals," by Jessie Prather—July *Better Homes*—suggestions for using the mixer in preparing summer meals.

"A Colorful Spot to Eat In Your Kitchen," by Lorraine La Marche—color brightens up modern kitchen arrangements.

House & Garden

"How to Make the Most of Your Freezer," by Marian Maeve O'Brien—July *House & Garden*—an accomplished cook sums up points for efficient freezer use.

"Television: Your Theater at Home," "Make the Wall Part of the Party," "Stay-at-Home Pleasures"—three articles on television, radio, record players, wire recorders, for home entertainment.

Family Circle

"Crossroad Into Kitchen," by Jessie Bakker—July *Family Circle*—a kitchen remodeling story which shows how to add counterspace and cut down kitchen traffic.

en remodeling story which shows how to add counterspace and cut down kitchen traffic.

"What's New in the New Refrigerators," by Janet Row—what to look for in the way of modern features in the new refrigerators.

FARM GROUP

Farm Journal

"We Cut Our Kitchen in Half," by Mrs. Emery Serfass—July *Farm Journal*—how an old 1882 kitchen was cut in half to make one part a modern kitchen, the other a modern laundry room.

Successful Farming

"Freezer-Packed Quick Meals," by Gertrude MacDonald—July *Successful Farming*—some simple freezer rules to follow that will assure plenty of food for family and guests and that will save money.

"Color Bright, Color Right," by Kay Scott Jones—hints for decorating a modern kitchen.

RCA Victor to Trim Record Catalog

A new merchandising program designed to alleviate record inventory problems has been announced by RCA Victor. Features of the program include:

1. Elimination from the Victor catalog of all discs which failed to attain a minimum sales level during the six-months market study.
2. Placing of consistent but slow-selling records on a special order basis.
3. Provision for a standing library of classical and pop standards of proven salability.
4. Specific protection plans under which distributors and dealers can rid their inventories of slow-moving or dead stock.

These steps are the result of an intensive study of the record market which indicates that only 45 percent of catalog items accounted for more than 80 percent of dealer volume. An additional 34 percent accounted for only 17 percent of volume while the final 21 percent of the catalog was responsible for less than three percent of volume.

The "sure-fire" catalog of best sellers will be the only records carried in stock by dealers and distributors. A "request" catalog listing the consistent but slow selling records will not be carried by the average dealer or distributor.

The "Music America Loves Best" catalog and the request catalog will be revised and issued every six months. Monthly supplements will be issued listing all titles released since publication of the last catalog. Each new record will literally have to "sell" its way into the "Music America Loves Best" catalog.

All catalogs will be available to dealers for distribution to customers, a move which in the past has been impractical because of the bulk of the catalog.

DISTRIBUTORS APPOINTED

D. W. Whitehead Mfg. Co.

Fourteen distributors have been appointed by D. W. Whitehead Mfg. Co.

Thermal Co., Inc., Milwaukee, Wisc.
Rahr's Inc., Manitowoc, Wisc.
State Distributing, Detroit, Mich.
State Distributing, Grand Rapids, Mich.
Arrow Petroleum Co., Chicago, Ill.
Peoria Sanitary Supply Co., Peoria, Ill.
O'Keefe Distributing Co., Inc., Carrier Mills, Ill.
Fridley Bros., Inc., St. Louis, Mo.
Knapp and Spencer, Sioux City, Iowa.
Henry W. Miller Co., Omaha, Nebr.
Murphy Distributing, St. Paul, Minn.
Schmerheim Electric Co., Saginaw, Mich.
Cloud Bros. Furniture Wholesale Co., South Bend, Ind.
Warehouse Sales Co., Aberdeen, S. D.

Stewart-Warner Corp.

H. G. Bogart Co., Toledo, Ohio, has been named a Stewart-Warner distributor.

Norge Division

Borg-Warner Corp.

Appliance Merchandisers, Inc., Fort Wayne, Ind., has been made a distributor for the Norge division, Borg-Warner Corp.

Revco, Inc.

Six new distributors have been named by Revco, Inc.

Hanning's, Inc., Wichita, Kan.
Knapp and Spencer, Sioux City, Iowa.
Henry W. Miller Co., Omaha, Nebr.
Lincoln Equipment Co., St. Paul, Minn.
Illinois Fluorescent Co., De Kalb, Ill.
Warehouse Sales Co., Aberdeen, S. D.

Steelman Phonograph and Radio Co., Inc.

Beetem & Brody, Philadelphia, Pa., have been named a distributor of Steelman products.

Stromberg-Carlson Co.

Kaufman-Washington Co., Washington, D. C., has been appointed a Stromberg-Carlson television and radio distributor.

Sylvania Electric Products, Inc.

Remco, Inc., Chicago, Ill., has been named a distributor of Sylvania radio and television sets.

Sightmaster Corp.

Two new representatives have been appointed by Sightmaster Corp.

Peter L. Caranci & Associates, North Providence, R. I.
Southern Electronics, Atlanta, Ga.

Rutenber Electric Co.

Badger Electric Supply Co., Oshkosh, Wis., has been named a distributor of the Marion range and water heater line.

Capehart-Farnsworth Corp.

S. R. Ross, Inc., Salt Lake City, Utah, has been named a distributor for Capehart television, radio and phonograph combinations.

Kaye-Halbert

Pan-American Record Distributors, Detroit, Mich., has been named a distributor for Kaye-Halbert television.

Taylor-Corp.

Republic Distributing Co., Grand Rapids, Mich., has been named a distributor for the Taylor dryer.

Tele-tone Radio Corp.

Potomac Distributors, Inc., Washington, D. C. have been appointed distributors of the Tele-tone radio and television lines.

Murray Corp. of America

C. T. Patterson Co., Inc., New Orleans, La., has been named a distributor for the home appliance division of the Murray Corp. of America.

Tele King Corp.

George J. Schultz, Inc., Norfolk, Va., has been named distributor for Tele King in Virginia and eastern North Carolina.

Remington Air Conditioning Div.

Temp-Matic Wholesalers, Inc., Detroit, Mich., has been appointed Michigan distributor for the Remington line of window and console type room air conditioners.

Whirlpool, Inc.

Capitol Distributing, Inc., Oklahoma City, Okla., has been named a distributor of Whirlpool home laundry equipment.

Elgin Steel Kitchens

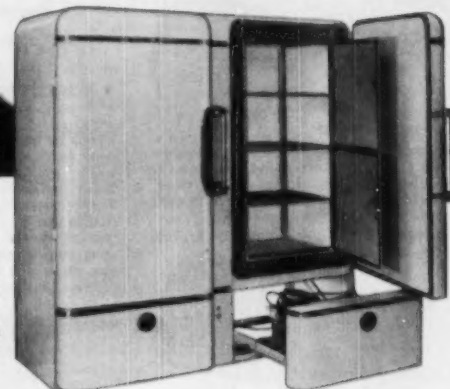
Tri-State Distributors, Inc., Albany, N. Y. has been appointed a distributor of Elgin steel kitchens.

Bendix Home Appliances, Inc.



MAJOR HOME APPLIANCE CO., Lansing, Mich., has been made a distributor of Bendix home laundry equipment. Parker H. Erickson of Bendix congratulates J. G. Chapman (center) of Major Home Appliance, while Joe Armstrong of Bendix looks on.

The Spotlight is on the NEW WILSON FREEZERS



WILSON ZERO'SAFE
F-300 DELUXE
SELF-CONTAINED

Gross Capacity: 29.2 cu. ft. The most modern freezer with beautiful blue-green color innovations. Front-opening doors with inner doors for reach-in convenience.

The new Wilson Freezers are leaping ahead—wherever they are displayed.

Of course, there's a reason. Wilson is a name homeowners know—a name they trust. Besides, the new Wilson Freezers have MORE of the "wanted" features... MORE of the features that make customers buy.

All of which is very good

news to dealers... it means MORE sales, EASIER sales, GREATER profits.

Look into Wilson. Look into the Wilson Franchise. You'll be glad you did. A few valuable exclusive franchises are still available. Write, wire, or phone Dept. EM-89 concerning availabilities in your locality.



WILSON
ZERO'SAFE CHEST

Capacities: 8, 15, and 23 cu. ft. Space-saving designs that hold up to 1/2 more food than other chests of same exterior dimensions.



WILSON ZERO'SAFE
SECTIONAL FP-30
STANDARD

Gross Capacity: 28.8 cu. ft. Front-opening double doors for reach-in convenience. Additional sections easily added. Remote installation.



WILSON ZERO'SAFE
SECTIONAL FD-300 DELUXE

Gross Capacity: 29.7 cu. ft. Full front-opening door with inner doors for reach-in convenience. Additional sections easily added. Remote installation.

WILSON REFRIGERATION, INC.

Smyrna, Delaware

FARM MILK COOLERS • HOME FREEZERS • COMMERCIAL REFRIGERATION

Sell these
*Nationally
Advertised*
COUNSELOR
Scales
Sales at an All-time High



DeLuxe Model

No. 449 With electric dial light powered by replaceable flashlight battery. Finished in gloss enamel... choice of five colors... with chrome trim in dial head. Fair trade price \$6.95.

No. 479 Same model in all-chrome finish at \$8.95.



Low Boy Model

No. 223 The scale that has no rival in value. Choice of five colored enamels with matching marbled mats. Dial head all chrome. Fair trade price, \$4.95.

No. 227 Same model in all-chrome at \$6.95.

(In far west all models 50c higher)

Write THE BREARLEY CO., ROCKFORD, ILL.
NEW YORK OFFICE, 1129 BROADWAY

Handle
with
CARE



Modern Merchandise Displays
Need LIGHTED MOTION!

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION
Display-Way
to Boost
your Sales



MODEL "712" ROTO-SHO'S two-way, built-in electric outlet, permits novel, self-contained lighting effects by means of sliding contacts, as well as operation of electric devices while the turntable revolves three times a minute—lights turn with table! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy-steel construction, guaranteed, it carries up to 200 lbs. 18" diameter table. All-over height just 7". A.C. only.



* For winning displays, write TO-DAY for full information and our complete ROTO-PRODUCTS catalog

GENERAL DIE AND STAMPING CO.
Dept. 65, 267 Mott St. • New York 12, N. Y.

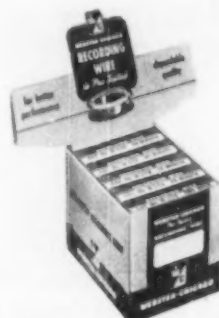
DEALER SALES HELPS



LAUNDRY TWINS, Westinghouse Laundromat washer and dryer, dealer display for window or show-room. Two cardboard panels depict selling points.



DISPLAY CARDS offered dealers by Voss Brothers Mfg. Co. for window or floor displays. Each card measures 17" x 34", printed in blue, black and white.



RECORDING WIRE SPOOLS contained in this counter display for Webster-Chicago's dealers. Kit holds 5 spools of varying lengths for customer selection.



MATCHBOOKS available for advertising Du Mont television sets. Cover illustrates a Du Mont set with the TV screen actually die-cut into it, permitting one to see the word Du Mont printed on the matches underneath. Dealer imprint is printed in red on back cover.

handle with an adjustable
WEBB TV *Wrapabout*

WEBB MANUFACTURING COMPANY, 2918 N. 4th St., Phila. 33, Pa.

Send Wrapabout prices and information to:

Name _____

Address _____

City _____

State _____



Columbia

The home of good Cord Sets, can provide the quality, quantity, and service you need.



CORD SETS FOR:

- Television
- Radios
- Clocks
- Refrigerators
- Electrical Appliances
- Portable Tools

"Columbia's" Cord Assemblies are made of the finest Underwriters Approved cord and plugs.

We stock U.I. appliance hookup wire from 22 to 16 Ga. for immediate delivery. 18 colors available.

COLUMBIA WIRE & SUPPLY CO.
2850 Irving Park Road
Chicago 18, Illinois

"National Distributors and Warehouse for Anaconda Denshath Television and Radio Wire and Cables."

It's field
BAROMETRIC DRAFT CONTROLS
FOR THE FINEST
STOVES • RANGES • WATER HEATERS

New
For
Space Heaters
and Ranges
field
SCOTTY



Pre-set or adjustable. 6" Tee for space heaters with 6" outlets, or 6.7" Tee for heaters and ranges with 7" outlets. 16 gauge Tee and stub, 3/4 gauge ring. Stub 5" to Tee. Tee 10". For horizontal or vertical installation. Built to the famous Field design—more accurate, more sensitive for finer performance, greater economy.

Finest
For Automatic
Heating Units
field
TYPE "M"



FIELD Type "M" Controls serve you two ways: First, as standard equipment on most automatic heating equipment, they help assure greater customer satisfaction through precisely accurate control of drafts. Second, the Barochek model offers an opportunity for profitable sales to hand-fired homes, offering fuel savings up to 25%, greater safety, longer furnace life, more even heat.

Write for full details on Field Barometric Draft Controls.

FIELD CONTROL DIVISION
H. D. CONKEY & CO., MENDOTA, ILL.

NEW LITERATURE

Admiral Corp.

A new 8-page installation and service manual has been prepared by Admiral Corp. to be issued with each television set. It is fastened to the inside wall of the cabinet near the TV chassis so that it can be easily consulted, if needed, during installation. Designed primarily for the serviceman, it also is helpful to the set owner provided he has knowledge of the high voltage in TV sets, since it is written in a down-to-earth style which enables it to be understood without a detailed course in electronics.

Better Light-Better Sight Bureau

Two plan books, which introduce "Living With Light," a new program for teaching about light and sight in junior high schools, to utility executives and school authorities are now being distributed to the electrical industry by Better Light-Better Sight Bureau, 420 Lexington Ave., New York City. The teaching aids to be made available include a series of three film strips, six study leaflets for distribution to students, a teacher's guide and other educational tools.

Minnesota Mining and Mfg. Co.

Pocket-size pamphlets on sound recording tape that retailers can give to customers have been made available free by Minnesota Mining and Mfg. Co., St. Paul, Minn. The company, maker of "Scotch" sound recording tape, announced that limited quantities were available to dealers on request. The booklet is entitled, "You Don't Have to be a Recording Expert." The 12-page booklet tells how magnetic sound recording tape works, its care and use, erasing and splicing and lists uses in homes, offices, schools and churches.

Edison Electric Institute

"Carefree Cooking Electrically," a new 48-page, four-color illustrated electric range booklet, has just been published by the Edison Electric Institute for distribution by electric companies to range owners and prospects. All recipes and instructions in the booklet were developed by the Home Service Committee of EEI, and have been carefully checked for adaptability to electric ranges of the type found in the average American home. It is available in minimum lots of 100 from EEI, 420 Lexington Ave., New York 17, N. Y. Price list furnished on request.

Landers, Frary & Clark

Joe, the salesman in Universal's "Joe Goes to Town" sales manual in vacuum cleaners of pre-war days, is back again. In a twenty-page booklet, titled "Joe Returns," Landers, Frary & Clark's vacuum cleaner salesman relates in a letter to Lee Moss, sales manager of the home cleaning equipment division, his postwar experiences in other field, and why he returned to his first love, vacuum cleaner selling. The booklet goes through an entire home demonstration of a vacuum cleaner.



**In One day,
In One new Subdivision
One Retail Appliance
Salesman Sold 32
of these \$29.95**

Beauty Bonded
FORMICA
Good Resistant

**Foldaway
TABLES**



Here is an item **everybody** wants. In new houses or old houses, in small kitchens, recreation rooms, children's rooms, and small or double-duty dinettes or breakfast rooms (where ROOM is needed more than a table—except at meal-time!)—in every one of these, this Beauty Bonded **FORMICA Foldaway Table** is the perfect answer to the space problem. When this table is not in use it extends ONLY ONE INCH from the wall. Opened up (and finger-tip pressure does this job, due to the special spring), it is a full 24" x 30"—with a 4" back splash. It's beautiful too; and comes in a choice of **FORMICA** Patterns: Moonglows, Linens, Pearlscent, or Sealwoods, every one bearing a Beauty Bonded **FORMICA** and **Good Housekeeping** Seal of Approval.



Table can be installed in a matter of minutes. Here's all you have to do: (1) Bore two holes; (2) insert two washers and screws. Presto! The whole job's done!

DOZENS OF DIFFERENT USES:

In the kitchen it's a handy, fold-out-of-the-way-when-you-don't-need-it **WORK TABLE**. In the children's room or in a den it makes a dandy desk.
In the UTILITY room it's wonderful for sorting or stacking clothes on wash day; and there's nothing like it for **SEWING**.

JUST SHOW IT AND YOU SELL IT!

Send for detailed descriptive sheet today.

Plastic Fabricators, Inc.
Box 215 . . . Madison, Tenn.

MANUFACTURERS' AGENTS

Are You . . .

LOOKING FOR NEW LINES?

Frequently **ELECTRICAL MERCHANDISING** receives requests from manufacturers who are looking for representation in your territory. The products might range from electric housewares to refrigerators or laundry equipment to ventilation equipment which appliance—radio—television dealers sell. If you would like us to suggest your name when we receive such requests, will you please supply us with the following information.

TEAR OFF HERE

NAME

ADDRESS CITY STATE

Products you now handle

Product

Manufacturer

_____	_____
_____	_____
_____	_____

Types of products you would like to handle?

Territory covered _____

How many salesmen do you have? _____

ELECTRICAL MERCHANDISING
330 W. 42nd Street New York 18, N. Y.

**GIVE TO
CONQUER CANCER**

**AMERICAN
CANCER
SOCIETY**

SELLING OPPORTUNITIES OFFERED

BUSINESS OPPORTUNITY

CHICAGO FAIR:

GOBLIN STAND
A-33, Navy Pier

LINES WANTED

RA-7127, Electrical Merchandising
330 W. 42nd St., New York 18, N. Y.

WANTED

BENDIX Standard Washers

Box EM 812

221 W 41 St.

SPECIAL PRICE!

FB-7162, Electrical Merchandising
130 W. 42nd St., New York 18, N. Y.

AUGUST, 1950

Add Sales Co.	189
Advertising Council, Inc., The	177
Air Conditioning Products Co.	190
Air Equipment Co.	116
Alabama Mfg. Co.	187
Aluminum Goods Mfg. Co.	24
America & Southern Corp.	8
American Central Div., Arco Mfg. Corp.	13
American Gas Machine Co.	179
American Screw	124
American Stove Co.	45
American Telephone & Telegraph Co.	108
Ampro Corp.	165
Anchor Radio Corp.	7
Apex Electrical Mfg. Co., The	Inside Front Cover
Appliance Mfg. Co.	97
Armstrong Products Corp.	188
Arvin Industries, Inc.	79, 94, 95,
Automatic Products Co.	186
B. V. C. Appliances, Inc.	175
Belmont Radio Corp.	14, 33
Ben-Hur Mfg. Co.	190
Blackstone Corp.	41
Blake & Johnson	124
Brearley Co.	200
Bullock Co., Clarence E.	189
Camcar	124
Central Screw	124
Chevrolet Motor Div., General Motors Corp.	52
Chicago Tribune	50, 51
Clements Mfg. Co.	170
Columbia Wire & Supply Co.	201
Commercial Credit Corp.	33
Conco Engineering Works Div., H. D. Conkey & Co.	195
Continental Screw	124
Coolerair Co., The	58
Dayton Pump & Mfg. Co., The	150
Dearbon Stove Co.	29
Deepfreeze Div., Motor Products Corp.	46, 47
Dominion Electric Corp.	96
Driver Harris Co.	128
DuMont Laboratories, Inc., Allen B.	10, 11
du Pont de Nemours & Co., (Inc.) E. I., Finishes Div.	117
Eastern Metal Products Co.	106
Easy Washing Machine Corp.	80
Economics Laboratory, Inc.	135
Eloca Tool & Screw	124
Electric Steam Radiator Co.	154
Electrical Merchandising	142, 143, 201
Electromade Corp.	164
Elkay Products Co.	178
Eureka Div., Eureka Williams Corp.	183
Evans Products Co.	133
Family Circle	173
Farm Journal, Inc.	180
Fasco Industries, Inc.	197
Field Control Div., H. D. Conkey & Co.	201
Floracone Stove Co.	36
Ford Div., Ford Motor Co.	153
Fowler Mfg. Co.	12
Frigidaire Div., General Motor Corp.	32
General Die & Stamping Co.	200
General Electric Co. Appliance & Merchandise Dept.	22, 23, 171, 44, 158, 159
Electronic Dept.	30, 31, 98, 99
Lamp Dept.	82, 83
Plastics Div., Chemical Dept.	14
Gibson Refrigerator Co.	53
Gilbert Co., The A C	131
Gleason Corp.	203
Gray & Dudley Co.	104
Graybar Electric Co., Inc.	140
Great Lakes Screw	124
Guardian Products Corp.	194
H & H Electric Mfg. Co.	178
Hamilton Beach Co. Div. Scovill Mfg. Co.	57
Hamilton Mfg. Co.	9
Hobart Mfg. Co., The KitchenAid Div.	148, 149
Harper, H. M.	124
Hotpoint, Inc.	167
Inland Mfg. Div., General Motors Corp.	174
Inland Steel Container Co.	195
International Harvester Co.	84
International Nickel Co., Inc., The	134
International Register Co.	189
Interstate Folding Box Co., The	6
Keen Mfg. Co.	178
Kelvinator, Div. of Nash-Kelvinator Corp.	Back Cover
Ladies' Home Journal	109
Life	114, 115
Locke Stove Co.	191
Lovell Mfg. Co. Inside Back Cover,	144
Magnavox Co., The	163
Marquette Appliances, Inc.	176
McGraw Electric Co., Toastmaster Products Div.	25
Mend-It Sleeve Mfg. Co.	178
Merchandising Supplement	178
Midwest Appliance Parts Co.	178
Minneapolis-Honeywell	87
Modern Water Equipment Co.	195
Moe Light Inc.	54, 55
Moellenbrock & Wilkie Mfg. Co.	178
Morrison Steel Products Inc.	198
Motorola, Inc.	17, 18, 19, 20
Murray Corp. of America, The	37
National Cash Register Co., The	48
National Electrical Mfrs. Assoc.	40, 169
National Lock	124
National Pressure Cooker Co.	138, 139
National Steel Construction Co.	193
Nesco, Inc.	157
Norge Div., Borg-Warner Corp.	122, 123
Ohio Washer Co.	178
Owens-Corning Fiberglas Corp.	166
Packard Electric Div., General Motors Corp.	49
Parker-Kalon	124
Perfection Stove Co.	185
Perfection Stove Co., Oriole Acorn Div.	160
Pfaff Sewing Machine Corp.	101
Phell	124
Plastic Fabricators Inc.	201
Pollock Co., The	195
Prentiss Wabers Products Co.	21, 125
Proctor Electric Co.	38, 39
Radio Corp. of America, R.C.A. Victor Div.	118, 119
Revco, Inc.	28
Robertshaw Thermostat Div. Robertshaw-Fulton Controls Co.	152
Rockford Screw	124
Rohm & Haas Co.	16
Roper Corp., Geo. D.	162
Safe Electrical Card Committee.	194
Saturday Evening Post, The	26, 27
Scovill	202
Searchlight Section	202
Sentinel Radio & Television Corp.	18
Sessions Clock Co., The	10
Shakeproof	15
Sheldon Electric Co.	15
Shirley Corp.	197
Silent Sioux Oil Burner Corp.	155
Smith Corp., A. O., Water Heater Div.	4
Sortie Sewing Machine Co.	203
Southington Hdwr.	124
Stevens Appliance Truck Co.	190
Stewart Mfg. Co.	198
Stromberg-Carlson Co.	137
Successful Farming	56
Swartzbaugh Mfg. Co., The	105
Taylor Corp., The	197
Theor Corp.	102, 103
Toledo Desk & Fixture Co.	100
Tuttle & Kift, Inc.	130
Viking Mfg. Co.	178
Wahl Clipper Corp.	203
Wales-Beech	124
Webb Manufacturing Co.	200
West Bend Aluminum Co.	168
Westclox	136
Westinghouse Electric Corp., Appliance Div.	2, 3
Westinghouse Electric Corp., Television-Radio Div.	110
Westward Washing Machine Co.	178
Whirlpool Corp.	89, 90, 91, 92
Whitehead Mfg. Corp., D. W.	120
Wiegand Co., Edwin L.	86
Wilcolator Co., The	172
Wilson Refrigeration Inc.	199
Woman's Home Companion	161
Yeats Appliance, Dolly Sales Co.	178
Youngstown Kitchens Div., Mullin Mfg. Corp.	42,

SEARCHLIGHT SECTION

(Classified Advertising)

EMPLOYMENT

Positions Vacant	202
Selling Opportunities Offered ...	202
Positions Wanted	202
Selling Opportunities Wanted...	202

BUSINESS OPPORTUNITIES

Offered 20.

EQUIPMENT

MERCHANDISE

(Used or Surplus New)	
For Sale.....	202
Wanted	203



GLEASON "5505" Appliance

Handler is easier to use!

The right way to handle appliances is the easy way, with a GLEASON "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety web straps. 23 feet of securely welded steel tubing... topped off with a beautiful white finish. Ask your jobber, or write the factory.

GLEASON CORPORATION
528 S 34th St. Milwaukee 3, Wis.

DISTRIBUTORS: A few select territories still open for service-minded distributors.

to readers of
**ELECTRICAL
MERCHANDISING:**

You can benefit
from this
money-making

Offer!

Fill in coupon below
and find out how WAHL
Clippers, Dryers and
Vibrators can bring ex-
tra profits your way.
Act now!



**WAHL
Silent
Hair Dryer**
\$9.75



**WAHL
Hair Clippers**
\$9.75



**WAHL
"Hand-E"
Vibrator**
\$4.50

WAHL Clipper Corporation
Dept. EM7
Sterling, Illinois

Gentlemen:
Kindly forward full details without obli-
gation.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Primer for Capitalists

MAKING CAPITALISM WORK, by Dexter Keezer and Others. McGraw-Hill Publishing Co., New York. \$3.50.

THE writers of "Making Capitalism Work"—Dexter Keezer, head of the McGraw-Hill Economics Department, and four of his co-workers—spend little time on a defense of capitalism as the best of existing economic systems. Their belief in it is stated, then used as a point of departure for an inspection trip to find the loopholes in the system that need plugging up. "If this book gives any comfort to Communists and doctrinaire Socialists," they say in the introduction, "it will be solely because it inadvertently indicates sensitive and vulnerable spots where monkey-wrench throwing might be singularly effective. Our hope is that those who want capitalism to thrive will not leave those places unguarded." The word "inadvertently" seems misleading, since the book deals with the danger spots quite explicitly.

The Objectives

Breaking down the task confronting capitalism, the authors arrive at a series of objectives something like this:

1. Providing the capital to use our resources effectively.
2. Providing incentives to use these resources vigorously.
3. Giving fair competition every encouragement and protection.
4. Preventing the destruction of the economy by depression or revolution.
5. Providing individuals with enough economic security to remove fear of poverty or dependence on charity, but not enough to make reliance on social security checks an attractive career.
6. Realizing a rising standard of well-being, and identifying capitalism with the advance.
7. Treating human and material resources with decent regard for the human feelings of the present generation and the economic needs of future generations.
8. Making capitalism politically and socially attractive by demonstrating its compatibility with basic American ideals.

Getting Investment Capital

The most crucially important problem, and at the same time the least understood and most neglected, say the authors, is that of getting investment capital. Its solution, they claim, lies in making it clear that (1) the present high rate of investment—mainly by the companies themselves from past profits—should continue indefinitely because there will be a market to justify replacing obsolete equipment in order to increase productivity; (2) restraining capital investment on the theory that it is subtracting from the consumer purchasing power needed to support prosperity ignores the fact that national policies based exclusively on the purchasing-power theory have not brought full employ-

ment in the past, and (3) the Federal tax structure needs overhauling to make money available for investment.

In regard to incentives, the book emphasizes the need for: paying workers in direct proportion to the skill, energy and responsibility their jobs demand; making sure advance-by-merit means what it says; broadening the scope of such nonmonetary rewards as recognition and friendliness; increasing appreciation of the importance and dignity of the rank and file, and investigating more thoroughly the advantages of profit-sharing plans.

Self-financing Social Security

The discussion of social security and social welfare points out that social security measures should be self-financing insurance plans and should be handled privately whenever possible. In addition, they should be extended no faster than the real resources to go into them can come out of increasing productivity.

The problem of stabilizing the economy to avoid depressions is probably the hardest to solve with concrete measures before the crisis comes, but some of the general recommendations the authors make are along the lines of reducing fluctuations in private investment, scheduling public works to help reduce fluctuations in production and employment, and developing backward areas with a view toward stabilizing the domestic economy.

Internationally, capitalism has the task of making America safe from military destruction, helping to strengthen our neighbors in the free world, and making headway toward the ideal of free trade.

As far as competition is concerned, the book states that direct anti-trust action to get a greater degree of competition is needed in only a few areas, that economic stability will reinforce an already-established idea that competition works for most people most of the time, and that the tendency of technology to be self-generating in many industries puts new products in the field and opens up new fields of competition.

Conservation

Important to capitalism's success is educating businessmen to the necessity of conserving our natural resources, moderating the general public feeling that business tends to destroy resources and the government tends to preserve them.

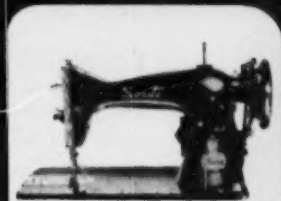
In another respect, business can do the educating. This is the job of pointing up the compatibility of capitalism and American ideals—persuading the public that our present economic system is a handmaiden of human freedom and dignity. The need is for a change from the defensive to the aggressive.

Dexter Keezer and his associates have written a layman's book, one that keeps statistics to a minimum. It makes most of its points effectively, and, surprisingly enough for a book that deals basically with economics, it is often witty. *End*

Mr. Retailer:

Deal Directly with THE MANUFACTURER

Eliminate the middleman and save the distributors' mark-up. All list prices include instruction booklets, wiring, controls, motors, etc., and a full set of attachments.



Precision engineered to operate quietly and efficiently. Designed to give the utmost in Sewing Pleasure for many "Trouble-Free" years.



Sturdy-Practical Portable, Two-tone lightweight case. List \$99.50—Your Cost \$42.00



Queen Anne Console, fine Walnut and Mahogany Veneers. List \$149.50—Your Cost \$62.00



Handsome, Useful Desk, Hand rubbed Walnut and Mahogany Veneers. List \$199.50—Your Cost \$84.50

Your inquiries are solicited.

Sorite

Sewing Machine Co.
2147 Queens Chapel Rd. N.E.
Washington, 18, D.C.

"Barring War...."

LITERALLY hundreds of speakers, writers, economists and other commentators who have been forecasting and "projecting" over the postwar years, have been accustomed to employ the cautionary phrase, "barring war," when making their predictions. It was recognized that, in the event of war, all bets were off. The phrase had an ugly sound; it protruded nakedly in otherwise roseate visions of a constantly expending peacetime economy. And now, all too soon, it is seared on the consciousness of all Americans.

Certainly, at the time of this writing (July 10) it is too early to assess the extent to which we have progressed from a "cold" to a "hot" war. But we do know that the die has been cast; that the decision has been taken to contain the threat of communist expansion where it first took the form of armed aggression. It is quite possible that we are merely engaged in a military skirmish in a distant land and that the original instigators will see fit to maintain a Slavic aloofness to the whole bloody business. But the path of prudence, already trodden with exemplary courage by the administration, would seem to be to put the worst possible face upon the affair and prepare for even direr eventualities.

All of which brings us to a preliminary estimate of the repercussions the possibility of total war will have upon our industry. For let there be no mistake; we must be counted among the most vulnerable.

The memories of the last war are all too vivid. The imposition of stringent controls on all strategic raw materials, the allocation of those materials to manufacturers of war implements and the virtual abandonment of all processing of consumer durable goods, brought this great industry to a grinding halt. As of today, these may seem like fairly remote contingencies. But if Red tanks begin

to roll into western Europe while we are engaged in putting out half-a-dozen Korean-sized fires, then we will be brought face to face with painful reality.

Even today when the prospect of the re-imposition of controls has gone no farther than the talking stage, the ground swells which help bring them about are in evidence. There is definite evidence, for instance, of a new wave of consumer buying; military buying has certainly been stepped up and there are indications of industries making heavier than seasonal commitments for raw materials in anticipation of shortages. And when we remember that, in the event of World War III, we will be piling an inflationary war economy on top of the biggest peacetime boom in our history, it becomes obvious that something will have to give. If and when controls come, they would have to be even more rigid than in the last war; there would be super-WPB's and OPA's.

And what, you may well ask, has all this to do with the distributing trades of the appliance and radio industry? Well, for one thing, we represent the greatest group of distributors and retailers of consumer durable goods, outside of the automotive trades, in the country. Collectively, we could be responsible for drumming up an increased demand for our products by preying on the consumers' fear of shortages. By doing so, we might be selfishly pleased with the liquidation of inventories, but we would be helping create a war hysteria and would be taking a direct path to the imposition of the very controls which would put us out of business.

"Business as usual" is a phrase used with thinly-veiled contempt by parlor pinks to describe the maddening complacency of American industry even in the face of crisis. In the present situation, "business as usual" sounds to us like uncommon good sense.

Laurence Wray

EDITOR

TEACH YOUR SALESTALK TO TWO-STEP

...to sell more Lovell-equipped washers

Learn these two steps to survey more customers and swing more sales. Get off on the right foot (1) with what Lovell does that no other wringer can do—and the customer is more than half-sold. But if you do need more persuasion, you've got it (2) in the high-quality construction features that assure more service, longer life for every Lovell wringer.

1.

NO OTHER WRINGER DOES SO MUCH!

TWO EXCLUSIVE FEATURES
NO OTHER WRINGER HAS:



PULL AND IT STOPS! New Lovell "77" gives safety without stopping to think! An instinctive pull stops rolls instantly.

PUSH AND IT SWINGS! A gentle push swings the Lovell "77" from one operating position to the next. Look for the "77" on top models of leading washers!



PLUS ALL THESE OTHER FEATURES, TOO:



GENTLE! Soft, resilient Lovell rolls won't break buttons or jam zippers.

FAST! Lovell's faster! While first load rinses, the second—can be washing.



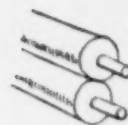
DOES HEAVY LIFTING! Conveyor action does 90% of the heavy lifting.



GETS CLOTHES CLEANER! Pressure-cleansing means whiter washes. Microphotos show the difference.

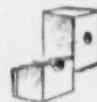
2.

NO OTHER WRINGER IS BUILT SO WELL!



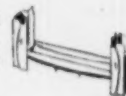
POWER ELECTRIC ROLLS! Three laminations of natural rubber give Lovell rolls the right cleansing power. Can't come loose from super-tough shafts. Shaft ends are blued-steel.

HARDWOOD BEARINGS! Don't need lubrication. Can't rust, can't stain clothes! Last longer than other bearings in the presence of water.



BALANCED PRESSURE! Strong, single leaf spring distributes pressure evenly. Pressure screw adjustable for cottons, linens, woollens.

ALL-STEEL FRAME! Can't twist, can't break . . . thanks to H-type steel construction.



PRESSURE CLEANSING WRINGER

Lovell Mfg. Co.
Erie, Pa.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER
THE BEST ARE LOVELL EQUIPPED





"I'm set for the harvest, too!"

"Some five years ago, when Kelvinator introduced their postwar home freezer, they said that dealers had a giant market in the making. That was a prophetic statement.

"For, in the past few years, the frozen food business has grown like Jack's beanstalk. Today, frozen foods are sold in 200,000 stores. Today, there are 1040 frozen food packers. Today, there are more than 200,000 freezer cabinets in retail stores. *Today, there are 2,000,000 freezers in use in homes!*

"Giant market? It's colossal—getting bigger all the time!

"And, with the peak demand that comes with the harvest season, I'm all set for my harvest of freezer sales, for Kelvinator has given me *four* great new freezers—to fit the needs, the homes and the budgets of *all* of my freezer prospects!

"To top that, I've got one of the hottest selling promotions this industry has ever seen—a 'retail-minded' promotion that is helping me get my *share of this booming market—without penalty to my profits!*

"What's more—every time I talk to a freezer prospect, I have the exclusive sales clincher of Kelvinator dependability, backed by Kelvinator's unmatched experience as the oldest maker of low-temperature cabinets for the ice cream industry and as the oldest maker of electric refrigerators for the home.

"Yes, Kelvinator constantly keeps me in a position to reap a harvest of sales. And it's that kind of retail-minded thinking which makes me prize the Kelvinator Franchise as the most valuable one I own!"

GET MORE *Get* **Kelvinator**

...THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN